

SOUTHERN TEXTILE BULLETIN

VOL. 38

CHARLOTTE, N. C., MAY 8, 1930

No. 10

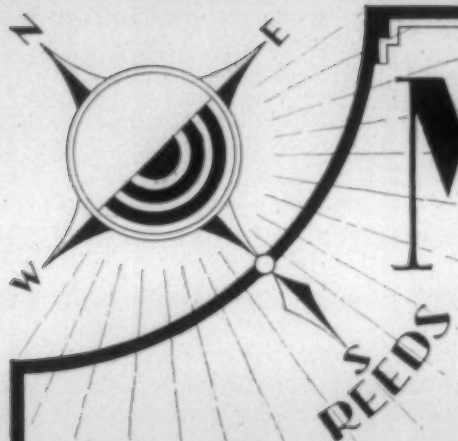
Improved Devices
Recently Installed
On The Northrop Loom
Mean Better Cloth
At Reduced Cost
Let's Talk It Over

DRAPER CORPORATION

Hopedale Massachusetts

Southern Offices Atlanta Georgia and Spartanburg South Carolina

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Made in the SOUTH

The Charlotte Special Cylinder Fillet differs from other clothing in that it combines the best features of the older types of clothing with the stripless feature of the straight wire fillet.

our — *Charlotte Special Card Clothing*

This clothing should receive your careful consideration and be given a trial. Price the same as ordinary card clothing.

Write us for names of mills who are using this clothing.

Charlotte Manufacturing Co.

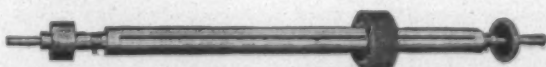
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CHARLOTTE, N.C.

INCORPORATED
1911



Carding



Roy Traverse Cotton Card Grinder



Roy Roller Cotton Card Grinder

Roy Grinders mean good carding and that means good spinning,—good yarn and cloth,—Good Business.

B. S. ROY & SON COMPANY

ESTABLISHED 1868

WORCESTER

MASS., U. S. A.

ROY Standard since 1868
TEXTILE GRINDERS

1866

1929

"Tuffer" Card Clothing

You cannot afford to operate your cards without at least trying a set of this celebrated card Clothing.

Once tried, always used

**Howard Bros.
Manufacturing Company**

Established 1866

Home Office and Factory, Worcester, Mass.

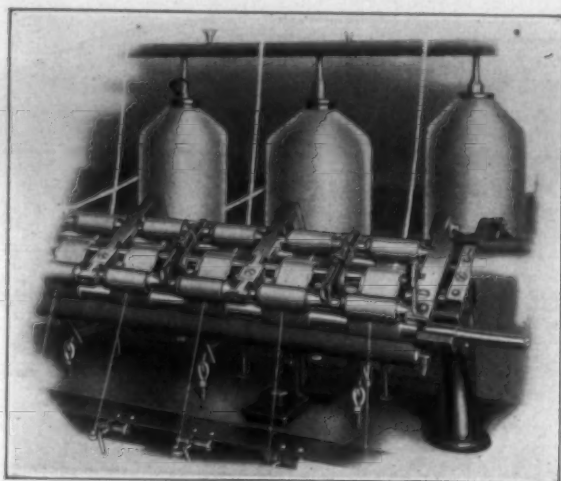
Branches:

Atlanta, Ga. (Factory)

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CASABLANCAS

A true long draft system

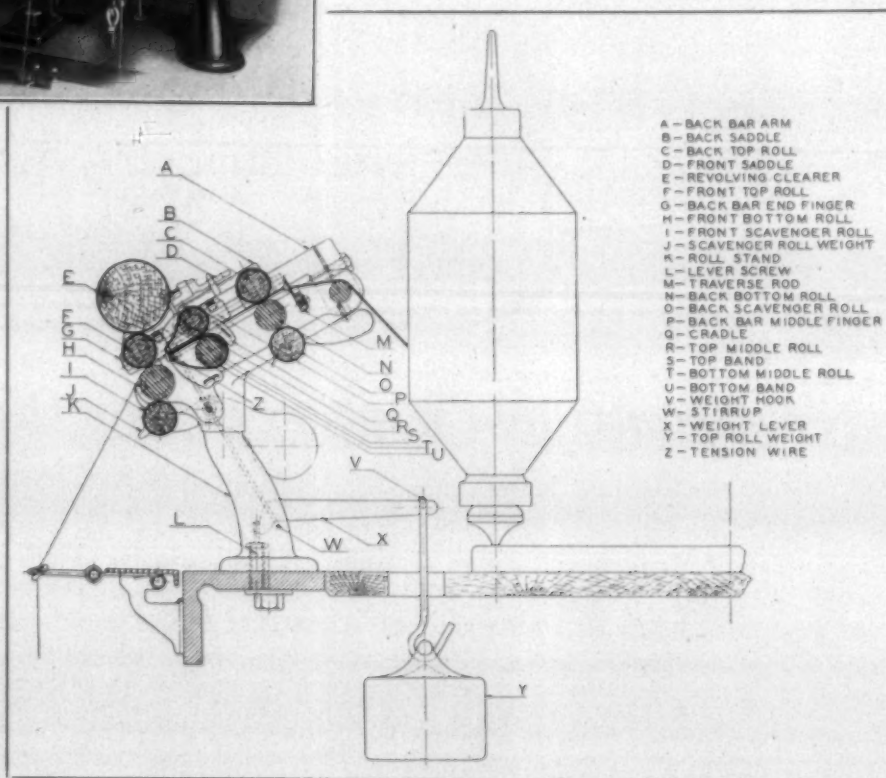


Drafts of 18 to 25, and sometimes higher, are obtained with fewer parts, less installation cost, and more simply by the Whitin-Casablanca than by other long draft systems.

New improvements to be noted are—a new cradle which is clean, simple, positively guiding the bands; wide bands permitting full traverse of the roving; and wider spacing of the back and middle rolls permitting the most effective break draft.

Whitin engineers and Whitin service are now at your disposal when this superior system is installed by a mill. The

advantages to be gained by use of the Casablanca Long Draft System should be yours.



- A—BACK BAR ARM
- B—BACK SADDLE
- C—BACK TOP ROLL
- D—FRONT SADDLE
- E—REVOLVING CLEARER
- F—FRONT TOP ROLL
- G—BACK BAR END FINGER
- H—FRONT BOTTOM ROLL
- I—FRONT SCAVENGER ROLL
- J—SCAVENGER ROLL WEIGHT
- K—ROLL STAND
- L—LEVER SCREW
- M—TRAVERSE ROD
- N—BACK BOTTOM ROLL
- O—BACK SCAVENGER ROLL
- P—BACK BAR MIDDLE FINGER
- Q—CRADLE
- R—TOP MIDDLE ROLL
- S—TOP BAND
- T—BOTTOM MIDDLE ROLL
- U—BOTTOM BAND
- V—WEIGHT HOOK
- W—STIRRUP
- X—WEIGHT LEVER
- Y—TOP ROLL WEIGHT
- Z—TENSION WIRE

WHITIN MACHINE WORKS

WHITINSVILLE . . . MASSACHUSETTS, U. S. A.

CHARLOTTE, N. C.

ATLANTA, GA.

UNITED MERCHANTS

Install BARBER-



The Aiken Mills, Inc., Langley Division, at Langley. . . New automatic spooling and high-speed warping, Barber-Colman products, were installed.

AIKEN MILLS INC.
LANGLEY DIVISION
LANGLEY, S.C.

New Spoolers and Warpers Replace Old Machines

United Merchants and Manufacturers, Inc., have recently completed reorganization of three southern mills located at Langley, Bath, and Clearwater, S. C. Considerable work was done, the mills being brought up to date, new machinery installed where necessary, new buildings added, a power house built, and provisions made for future expansion. Among the machinery additions was a complete and uniform application of Barber-Colman Automatic Spoolers and High Speed Warpers in all three mills.

Aiken Mills, Inc., Langley Division, is equipped for the manufacture of print cloths, having 55,744 ring-spinning spindles and 1,300 looms.

There are 4 Barber-Colman Spoolers and 4 Warpers in this mill.

Aiken Mills, Inc., Aiken Division, at Bath has ring-spinning spindles approximating 40,000 in number and 784 looms, the principal product being plain and fancy combed marisettes. Two each of the Barber-Colman Spoolers and Warpers are located here.

Seminole Mills at Clearwater is equipped for making combed broadcloths, with 28,000 spindles and 508 looms. The machinery reorganization was complete and thorough at this mill as in the other two, among the new equipment being 2 Barber-Colman Spoolers and 2 Warpers.

Thus are added more Satisfied Users.

BARBER-COLMAN COMPANY

General Offices and Plant

ROCKFORD, ILL., U. S. A.

FRAMINGHAM, MASS.

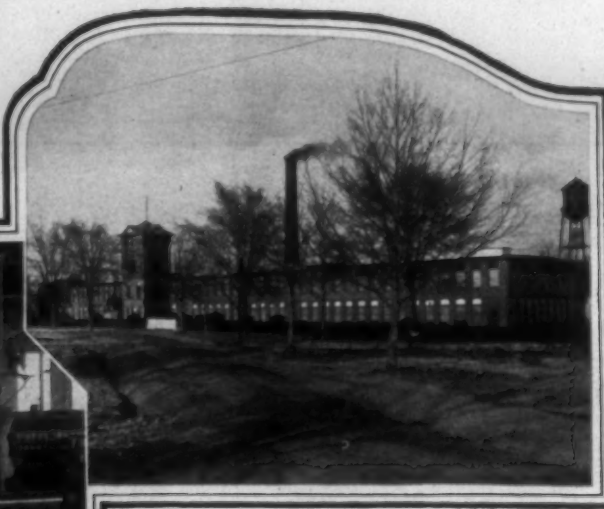
GREENVILLE, S. C.

and MANUFACTURERS, Inc. -COLMAN *Equipment*

At the Aiken Mills, Inc., Aiken Division, at Bath, it was considered advisable to reorganize the machinery. . . Barber-Colman Spoolers and Warpers were installed in place of the old spoolers and warpers.

AIKEN MILLS, INC.

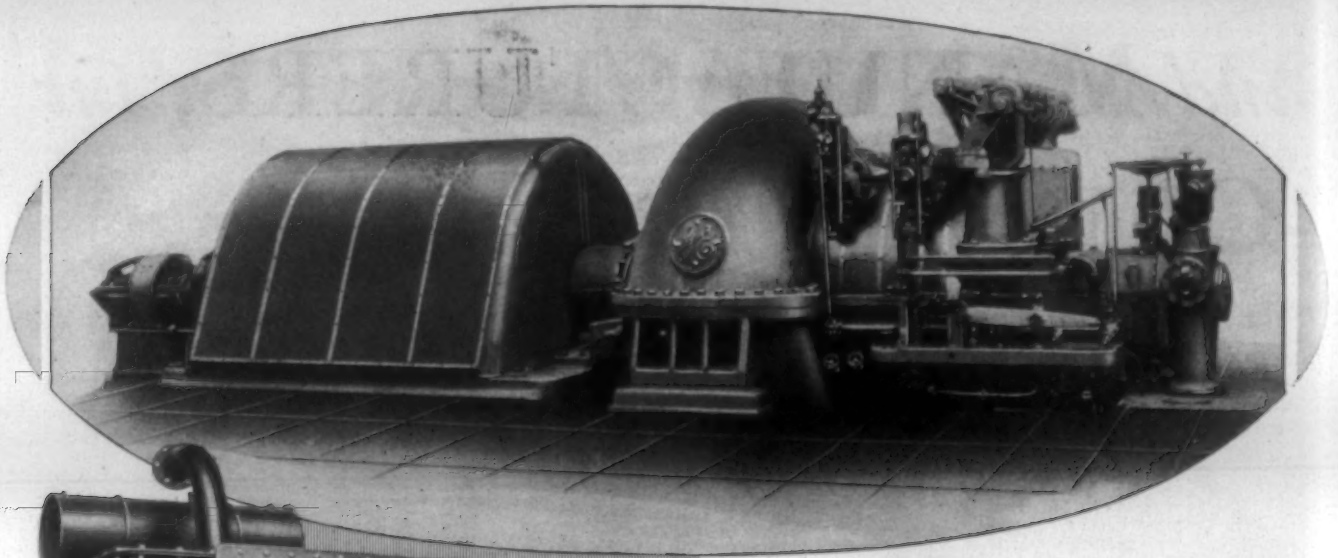
AIKEN DIVISION
BATH, S.C.



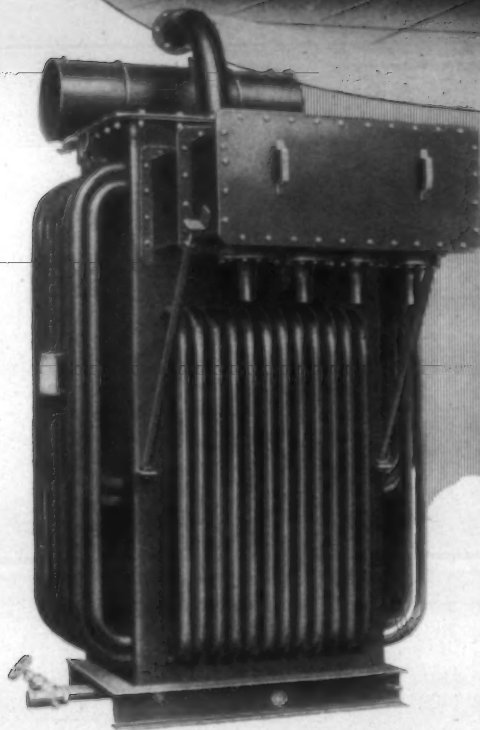
At the Seminole Mill plant . . . the spooling and warping was scrapped and replaced by Barber-Colman equipment, making all the mills uniform and up-to-date in this department.

SEMINOLE MILLS
CLEARWATER, S.C.





G-E turbine-generator sets, built in all sizes, and designed for condensing, non-condensing, mixed-pressure, and extraction operation, supply power for mill needs, and steam at regulated pressure for textile processes



G-E transformers, well designed and of the highest quality throughout, serve as the efficient connecting links between high-voltage supply lines and mill feeders



G-E capacitor units for power-factor improvement. Available for group use or for application to individual motors. Substantial savings may be effected with them



G-E portable, reciprocating air-compressor sets. Indispensable for cleaning machinery and electric equipment with air under pressure



G-E Type BTA adjustable-speed motor—the alternating-current motor with desirable direct-current features

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SATURDAY EVENING ON A NATION-WIDE N.B.C. NETWORK]

GENERAL

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y.

Everything electrical for the textile industry

FROM the turbine that supplies electric energy for the mill to the tiny $\frac{7}{100}$ -horsepower rayon motor, General Electric apparatus is available for every electrical need of this major industry.

Backed by the research, design, and manufacturing facilities of General Electric, each device pictured on these pages is representative of the best in modern engineering practice.

Ask your nearest G-E office for more complete information and advice on your power requirements.



G-E Type KT vertical induction rayon motor



G-E Textolite reversible box-loom picker. Easily installed. Moisture-resisting, no rivets, uniform in quality



G-E Fabroil pinions—quiet, long-lived transmitters of power



G-E Type CD—a thoroughly dependable direct-current motor



G-E totally enclosed, fan-cooled motor. Admirable for dusty operating conditions



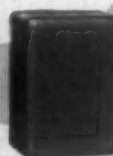
Combination magnetic switch, motor-circuit switch, and fuses. Sturdy, easy to maintain, convenient



G-E motor-starting tumbler switch mounted on pedestal



G-E magnetic controller for adjustable-speed, direct-current motors



G-E Type KT motor for individual application to preparatory machinery. May be had either with or without screens

G-E Type KT loom motor. Ideal for individual drive

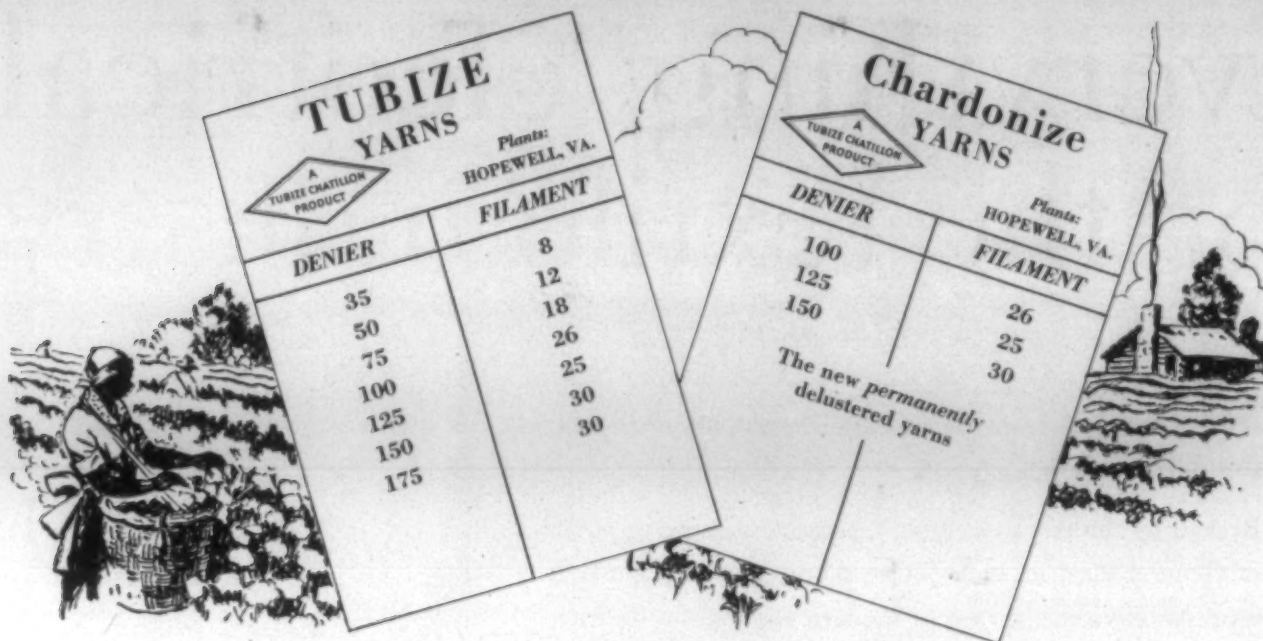
G-E switchboards, structurally well built, and mounting all control, meters, etc., for complete power supervision



ELECTRIC

SALES AND ENGINEERING SERVICE IN PRINCIPAL CITIES

200-358



TUBIZE YARNS
A TUBIZE CHATILLON PRODUCT
 Plants: HOPEWELL, VA.

DENIER	FILAMENT
35	8
50	12
75	18
100	26
125	25
150	30
175	30

Chardonize YARNS
A TUBIZE CHATILLON PRODUCT
 Plants: HOPEWELL, VA.

DENIER	FILAMENT
100	26
125	25
150	30

The new permanently delustered yarns

From the Pick of the Cotton crop comes the base for these Synthetic Yarns

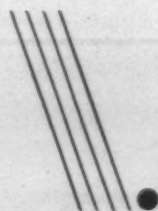
FINE cotton linters are the base of Tubize yarns, and always have been since this company commenced operations.

Cotton linters insure evenness, uniformity, strength, and softness, as well as the good appearance so necessary in a product that must make its ultimate appeal to women.

The best raw material means the best finished product. Therefore knitters and weavers who specify Tubize and Chardonize yarns are assured first quality merchandise.

You will be welcome at our Booths numbers 170 - 171 - 172 Knitting Arts Exhibition.

Tubize
 Brand
YARNS



CHARDONIZE
 Brand
YARNS

TUBIZE CHATILLON CORPORATION, TWO PARK AVENUE, NEW YORK
 Acetate, Nitro-Cellulose and Viscose Yarns of distinction



**BRETON
MINEROL**
"F" AND "S"

FINISH . . .

and with it . . .

**VALUE
of YARN or FABRIC**

EITHER as a Solvent for the preparatory stages of Dyeing, or a Lubricant (softener) for the finishing operations on Cotton, Wool, Silk or Rayon

BRETON MINEROL S. and F.

comprises a system of emulsified minerol oils suitable for the scouring and finishing of yarn or piece goods.

Of a petroleum origin . . . chemically inactive . . . these oils are completely dispersed in water, thus assuring permanency of the effects achieved—such as

Deep, permanent whites . . . Bright and even colors . . . Supple—but not "raggy" finish.

FREE FROM STRONG, RANCID ODORS

BORNE SCRYMSEY COMPANY
17 BATTERY PLACE, NEW YORK

TAKE "DRY" CARD ROOMS FOR EXAMPLE



AN excellent example of the need for closely controlled humidity conditions is in the card rooms.

Insufficient moisture content in the air, and too low a temperature, cause static electricity, much fly, excessive waste and poor quality of sliver. Every carder has experienced these troubles, particularly on cold, dry days.

On the other hand, "damp" cotton, or cotton with too great a moisture content, prevents both the straightening out of the fibers and the removal of neps and various kinds of trash.

Amco maintains constant humidity

There is a proper in-between condition of humidity where cotton cards best. This definite humidity condition can be located and maintained at all times. AMCO humidifiers and humidity controls supply accurate, predetermined moisture volume under constant, uniform conditions with even distribution.

If you have trouble in the roving, the yarn, the weaving, the finished goods or the goods after shipment, our engineering staff can show you how to eliminate the trouble and how to have a sweet-running plant ever after, with improved conditions for labor as a bonus.

Get an air-doctor's opinion

AMCO "airdoctors" are humidity engineers who make a written survey of your humidification needs without cost or obligation. Write for case examples of their work.

This newly designed Amco Humidity Control automatically regulates and controls humidity in Textile and other mills without using wet or dry bulb actuated devices.



AMERICAN MOISTENING CO. Humidifying Devices

Air Doctors Since 1888

EXECUTIVE OFFICES
313 West Exchange Street,
Providence, R. I.

CANADIAN AGENTS
Ross Whitehead & Co., Ltd.
1111 Beaver Hall Hill
Montreal, P. Q., Canada

SALES OFFICES
Boston, Mass. Atlanta, Ga.
Charlotte, N. C. Greenville, S. C.

SOUTHERN TEXTILE BULLETIN

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VOL. 38

CHARLOTTE, N. C., MAY 8, 1930

No. 10

Address of President A. M. Dixon

Delivered at Annual Convention of American Cotton Manufacturers' Association

THE American Cotton Manufacturers Association had its first meeting in Charlotte, N. C., in 1897. The last meeting of the Association held in North Carolina was in Charlotte, in 1910. Therefore, it is with peculiar pleasure that I welcome you back to North Carolina after an absence of twenty years. In preparing what I was going to say to you today, I was interested to know what had been said to you on similar occasions by former presidents of this Association, and I refreshed my memory by looking through some of the annual books of proceedings of the Association for the past few years. Some of the things stressed at that time have been



settled or are no longer of interest today. On the other hand there were problems which we had ten and twenty years ago which are still pressing for solution. During the war one of the big things toward which we were bending energies was the increase of our production to supply the abnormal demand. Today we find ourselves in the position of restricting production to conform to

demand. Our capacity for production is greater than it has ever been and in addition we have vastly improved the quality of our product. Our great problem today is to dispose of the goods we make. As I see it, there are three avenues open to us in taking care of our production. One is creating new usages for cotton, another is to increase the use of cotton in lines where it is already used. The last lies in increased exports, to those countries where the possibilities are greatest. I of course, appreciate the fact that efforts have been made and are now being made in all these directions, however, I feel that our endeavors should be increased as never before.

Cotton Arbitration Board

It is not my purpose today to give you a report of the activities of the Association during the past year. Most

of these things will doubtless be called to your attention by your able secretary and treasurer, Mr. McLaurine, in his report. However, there is one thing which I do feel should receive comment at my hands. At the annual meeting held one year ago, it was decided that a committee of five be appointed from this Association to act with a like committee from the American Cotton Shippers Association to set up and establish a Cotton Arbitration Board. The committee from the American Cotton Manufacturers Association, of which Marshall Beatty is chairman, did a lot of hard work and performed a splendid service to the industry in the establishment of the Arbitration Board. The Board has been functioning for some time and from all indications it would seem that the results have been generally satisfactory. As we are one of the parents of the Arbitration Board it is natural that we should give it our support and it is to be hoped that all members will use this agency as the occasion may arise.

The Cotton Farmer

As cotton manufacturers we are necessarily interested in the farm problem, and especially are we interested in the condition of the cotton farmer. If from no other standpoint than a purely selfish one we are interested in seeing the agricultural interests prosper. When the farmer is prosperous, he naturally has more money to spend and this is reflected in increased purchases of cotton goods. Some years back the idea was that the farmer needed cheaper money and easier credit. As a result Farm Loan Banks and other agencies were established to give this aid and what has been the result? Human nature is human nature and the farmer, like the manufacturer, or any one else with money easy to secure and at a cheap rate, proceeded to borrow it. He increased his holdings in land, he bought automobiles and other present day luxuries with the result that today his condition is worse than it was before. The farm problem still confronts us and all kinds of remedies for relief have been suggested by so-called friends of the farmer. Many of the schemes suggested have no merit and are merely advanced by political demagogues who are seeking votes. There should be a closer co-operation between the farming and manufacturing interests in the South and I think that as an Association and as individual manufacturers we should do everything within our power to aid and assist in putting farming on a profitable basis. I appreciate that more or less work has been done along this line but much remains to be done and I urge upon you the necessity of increased effort. J. P. Gossett, when presi-

(Continued on Page 52)

Some Suggestions As To Research Work In Cotton Manufacturing *

R. E. Henry, President, Dunean Mills, Greenville, S. C.

PERHAPS when the word Research is introduced into any conversation or discussion we are disposed to think of test tubes, retorts and chemical reactions. Or probably there comes to mind the thought of hidden mystery, or unknown factors that may have an important bearing or controlling influence upon the situation or condition with which we are confronted or perplexed.

However, if we refer to that well known book from which we ascertain the meaning of words we find the definition to be "Diligent Inquiry and Examination in Seeking Facts or Principles." This is so simple a meaning that we should feel perfectly at home and perfectly comfortable in sitting down along side of it.

Because of the very nature of its raw material probably cotton manufacturing lends itself less readily to beneficial laboratory research work than any other of the major industries. Yet we do know that the majority of modern mills with progressive managements, have carried on, within their different departments, long studies and constructive experiments leading to greatly increased efficiency of operations, greatly reduced costs of production and a marked improvement in the uniform quality of that particular fabric which the individual mill produces.

The progress that has been made in cotton mills along these lines has more than once been set forth by capable men within the industry, men who knew the facts and who have fully proven the case.

Furthermore the changes and improvements along these lines have not stopped.

Yesterday we discarded from five to ten good warping machines and at great expense replaced them with one high speed warper. Today we discard three perfectly good picking machines and at great expense replace them with one single-process picker. Tomorrow we discard perfectly good weaving equipment and at great expense replace it with automatic weaving machines. Next week perhaps we will discard perfectly good spinning equipment and at great expense replace it with improved spinning frames because the new frames can spin ten per cent faster than the old.

Why do this? Does it bring about any more regular or continuous operation of mills as a whole? Has it increased the earnings of the industry as a whole? Should it not go far toward doing both? Why have the results not been more satisfactory?

Perhaps the answer is because of mass production. Mass production has caused keener competition; and keener competition has led us to make these desirable but expensive replacements in order that we, as individual mills, might survive and not go bankrupt.

And now that we have spent vast sums of money for this new and improved equipment, and have it installed in the mills what is the situation?

The situation is just as unsatisfactory as before. It is even more unsatisfactory. At the present time probably every hour's operation of the industry as a whole reflects itself in a loss instead of profit; to such an extent is this true that even now the print cloth and narrow sheeting mills are operating on half time.

Were these mills built and this highly efficient equipment installed for the purpose of standing idle half the time; or rather were they constructed for the purpose

of producing a needful commodity and earning a reasonable profit for the shareholders?

In the absence of a satisfactory answer to these questions it necessarily follows that in planning our business or in making our calculations, one or more vital factors were left out of the equation.

If this conclusion be true, it would then appear that the task before us is to ascertain what those missing factors are, and to take them into consideration in our plans and calculations for the future.

Apparently the procedure seems to have been to build and equip the mill for some specific fabric because that fabric was made by a great many other mills and there was a large market for it. But probably no real survey was made to ascertain whether there was room in the market for additional production of that particular fabric.

Again, we have seen cotton mills expand either in size or in production, or in both, and continue making the same construction in increased quantities; whereas it was perhaps common knowledge that the looms already making that construction were fully sufficient to supply all market requirements.

In considering this mill which has increased its particular product, one can only assume that the basic hope is to make the goods at a lesser cost and obtain the needful additional orders by underselling competitors when this becomes necessary.

The benefit derived from such procedure are generally of short duration because some other mill will probably follow example in both expansion and price reducing and so it goes from bad to worse.

Would it not be a constructive procedure if the mills, in connection with their selling agents, would make surveys and studies and contracts in the market with their customers in an endeavor to make the character of their fabrics suit the needs of specific customers, and toward making for these customers materials that might be used in greater volume.

It is quite possible that many individual mills have so concentrated their manufacturing efforts upon one or two certain constructions that they are extremely reluctant to make any changes whatsoever. Here again we are retarded because of the practice of mass production.

We have known mills to decide against making a new construction because it required the buying of new harness, reeds and pick gears; and yet probably those mills would not hesitate to replace other equipment at much greater expense if the replacement indicated a reasonable increase in production, or a lessening of operative costs.

We have known a mill to decide against changing to a wanted construction because some production would be lost during the change; yet that mill is shutting down half its production today because its standard construction is overproduced.

It has been successfully contended that the modern cotton mills without question rank upon a high plane in both equipment and efficiency. This seems to be true only so long as we allow the individual mill to run upon its usual specific construction. When it is suggested that the goods could be better merchandized if a slight change in construction were made, our efficiency

(Continued on Page 56)

*Address before American Cotton Manufacturers' Association.

Advertising and Merchandising *

By Arthur C. Port, Sales Manager P. H. Hanes Knitting Company, Winston-Salem, N. C.

THE Commercial Organization Department of the United States Chamber of Commerce in its news letter of April 1, 1930 writes to local Chambers of Commerce the following:

"Is your organization contemplating an advertising campaign? If so, what are you going to advertise? Does anybody on your advertising committee know exactly?"

"A large number of American cities are advertising, and varying degrees of success are reported. Others are considering the idea. A request that comes to us frequently is couched somewhat as follows: 'We hear that advertising is the way to secure more people, new industries, and general development. We want to advertise Homeville. How shall we go about it to carry on an advertising campaign?'"

Usually there is little more information than just that. Seldom do such inquiries give any adequate idea of the things of value or advantage which Homeville possesses in such quantities as to cause its business men to feel justified in spending their money on an advertising campaign. Seldom, we fear are such things maturely considered in Homeville itself. It is an advertising age. On every side men see evidences of the worth of advertising. They hear marvelous stories of what cities, too, have done through advertising. So they say: 'All we need to do is to tell the world about Homeville. Let's advertise.'"

Just a few changes in the text of the foregoing would transpose it into a supposititious inquiry from any one of a number of industries which are looking for greater stability, larger volume, and most important of all, more satisfactory profit. Just as the National Chamber advises Homeville and other cities to make haste slowly in this matter and to proceed only after careful study and having determine quite definitely what they have to sell, so would any central bureau handling an inquiry regarding this or any other industry advise the most thoughtful consideration to organization, products, markets and consumer appeal. Then when there is established a cohesiveness and permanence in organization—an agreement on the products or ideas to be featured—a complete knowledge of markets together with their present actual and potential limits—and a new aggressiveness on the part of all who participate in the work—an industry may find itself ready to advertise.

A Basic Industry

The cotton industry is one of the great basic industries. The acceptance for cotton goods in all forms is so general that one who does not think in terms of advertising and publicity may find it difficult to realize what can be said about cotton that people do not already know or how the already wide use of cotton and its products can be stimulated to any extent. Various speakers before your State associations have shown most graphically in the past how new uses of cotton have been and are being developed. The Cotton-Textile Institute in its advertising campaign is demonstrating how cotton fabrics can be made to regain much of the style prestige they have lost. I have been much interested in discussing the work being done by the Institute and the variety of effort being made to put cottons in their true worth before the people. Also in getting some idea of the amount of news items and dealer advertising which result in co-operation with an extension from the work of the Institute's department. That

this work is not much more successful—that it is not making itself felt quite definitely in every home can be due to only one fact—the limitations of the Institute's advertising fund.

Out of our experience I think I can give you a concrete example of how industry advertising works.

How Advertising Works

Many of you men are wondering how it happened that a large portion of the erstwhile demand for pajama checks and dobby print cloths has disappeared. This is the story.

Up to three or four years ago the manufacturers of light weight knitted underwear for men found themselves distinctly on the defensive on spring and summer goods. Practically all men and boys wore so-called athletic union suits made out of print cloths, pajama checks and more recently, low end broadcloths. The knit underwear industry started its advertising fund about eight years ago. A large percentage of the membership of the Association do not employ advertising in their own business, and, therefore, it was never possible to get the advertising idea over to the entire membership to any adequate degree. Even so, the fund was kept alive year after year—administered by an advertising committee and operated by an advertising director. Various branches of advertising and sales promotional work were set up and no activity once started, was ever allowed to lapse. It happened that because of limited funds paid space in periodicals and newspapers represented about the smallest percentage of the entire expenditure over the eight year period but educational work, sales promotion, style development, news releases and merchandising research went on without interruption. Coupled up with all this the industry appointed a research man who co-operated with the standardization committee of the industry and the Bureau of Standards in Washington to set up standard sizes for all types of knitted underwear for men, women and children, and to engage in other forms of research useful to manufacturers of knit materials.

Please bear in mind that all these activities took precedence over paid advertisements in newspapers and magazines. They were the fundamental things—the basic things—which had to be done and done all the time. Without them big spectacular advertisements would have been builded on sand—and in no case was the desire of individual subscribers for a flash allowed to dominate;—the fundamental work was carried on constantly—and paid space in newspapers and magazines contracted for only out of funds not necessary for the former.

Educational work on knitted fabrics reached into stores, schools and homes, mothers and their children were taught the merits of the various fibres, cotton, wool, silk and rayon, and sample garments in endless numbers were made for demonstration purposes.

Style Promotion

The men's style promotion division developed the idea of knit athletic underwear for men and boys in both union suits and two piece garments and then the color idea began to gain ground. Knit underwear for men presently attracted new attention, a new underwear consciousness manifested itself—and presently knitted shirts and woven shorts were the fashion. That the industry failed in putting over the knitted short or trunk does not detract from the value to knitters of

*Address before American Cotton Manufacturers' Association

the job that was actually done, for light weight knitted fabrics are again the vogue for many types of under garments after having been distinctly out of the style picture for many years.

This development would not have been possible without close co-operation between the advertising-merchandising department of the industry and a substantial group of interested underwear manufacturers. Invariably those who were in closest contact with their markets were the first to successfully capitalize the meritorious ideas developed in the industry's promotional work.

Advertising and Merchandising

Please note the close affinity between advertising and merchandising in the experience of the knit underwear industry and please believe at the start that there can be no advertising success where this affinity does not exist. Lack of co-operation and co-ordination are responsible for the failure of most industry advertising programs. Here is what one of the country's leading advertising men has to say about association work: "There are very few associations that carry on in an aggressive way. A good many advertising campaigns have been started in a burst of enthusiasm and then discontinued when the amount of money that was appropriated was consumed. The failure here can usually be attributed to an improper understanding of what advertising may accomplish, or prosperity on the part of association members. In other words, if business is good in the industry, they think they do not need advertising, and lack of understanding of advertising discourages further appropriations, or business is so bad there is no money to appropriate."

"When the devil was sick, the devil a saint would be" runs the old saying. When we are in trouble we are willing to try almost anything to get straightened out, and one may feel sure that the history of advertising mortality in both association and individual experience is evidence that much advertising has been contracted for as a panacea for business ills.

Advertising No Panacea

Advertising is no panacea. It will not of itself cure a single thing that in itself is wrong, but rather quite the opposite and for the very simple reason that claims made advertisingly must be borne out in the performance of the goods or services advertised. The mere fact that a commodity or a brand is called to the public's attention by any one of the many forms of advertising immediately makes it just as easy for the public to reject as to accept it and you may be sure that if the product or the service does not measure up it will not take your public long to indicate "thumbs down."

What does this mean? It means that advertising establishes a new responsibility, a responsibility that every one in the advertiser's organization must share.

Responsibility of Advertiser

May I take the liberty of submitting out of the experience of our company a few points to illustrate what I mean? When the P. H. Hanes Knitting Company started to advertise it had nothing on which to put its brand but heavy cotton ribbed shirts and drawers. Nothing more prosaic or uninteresting in the way of wearing apparel was ever known than heavy cotton ribbed shirts and drawers. Eighteen years ago these articles were big items in the underwear industry and manufacturers fought hard for the business in quality and price. It was decided to put Hanes name on all Hanes garments and to standardize and advertise. An advertising agency connection was made after careful thought and investigation and then it was two years

before a dollar was spent in acquainting the public with what, to the public was a new brand.

Why all this time consumed after minds were made up? To get new standards established in the factory, to get the organization sold on standardized practice, to get wholesalers acceptable to the new idea in distribution, to make operative a fixed schedule of sale and resale prices. When all of these factors were functioning the first advertising was released, and lo! it was found that even the millions of buyers of the lowly cotton ribbed shirts and drawers were not only willing but eager to accept a standard which had been established for them and in which they might place their confidence.

Since then our line has expanded greatly and today we make a broad line covering most of the major underwear needs for men and boys in popular price ranges, but never for a season has the policy which was decided upon originally been modified to the slightest degree. To modify it would be suicidal, while on the other hand to strengthen it and to amplify it in every possible direction is our constant aim.

Advertising Doesn't Solve All Problems

Now, you ask, has this policy solved all of our manufacturing and merchandising problems? On the contrary, it has brought many new ones. The objective of every advertiser must naturally be to cultivate the market created by his advertising. This is never possible 100 per cent for after all even the advertiser has his competition fighting for the same market. He must, however, calculate as closely as possible on production and sales. When business is brisk and sales are ahead of production everything is beautiful, of course, but when business is slow what happens? I suppose it is right here that the greatest difference occurs in the merchandising of advertised and unadvertised lines. The advertiser may not dump his surplus. Having established and cultivated his market to the best of his ability and having sold the bulk of his production at fixed prices, he dares not cross these sales with others at a lower figure without running the risks of disorganizing his distributive structure for whether the merchandise is sold to the same primary outlets or not it is sure eventually to cross the path of that which has gone immediately before. Exception may easily be made to this statement but I think close study will reveal that in the greater number of cases it is correct.

Co-ordination of Sales and Production

What follows? Obviously if the market is not active it would be folly to pile up merchandise and, therefore, production must be curtailed even though production costs rise because of it. Here is the crux of it, I think—the co-ordination of sales and production. Obviously, even in well established brands, the price asked for an inactive surplus production would very speedily determine the only price buyers would be willing to pay for the regular run of that brand while the surplus was offered for sale. And then, too, there is this to consider—that the forcing of a surplus on an unwilling market is very apt to transfer the inventory from the warehouses of the manufacturer to those of the wholesaler and retailer and under such conditions it would still remain a surplus, for don't forget—the public is the market. As long as any surplus exists the proper kind of flow is stopped and progress to net profit is very insecure when the stream of distribution is obstructed by eddies, rocks, falls and dams.

Advertising establishes a pull. The day is past when on anything but some very interesting new specialty the advertiser envisions streams of people crashing the

doors of retail stores demanding his product. Advertising has set up its own competition in manifold ways and the consumer has his own problem absorbing a mass of business propaganda. Consciously or unconsciously, however, he does absorb it just the same and his wants, most of them inspired directly or indirectly by advertising, provide the pull which is the ideal impulse we all are striving to establish. If sales could always be just slightly ahead of production; if a sales and production curve could be drawn that none of us would ever violate, we would have arrived at the business millenium.

Co-operative Advertising

The California Fruit Growers Exchange, a co-operative marketing association, has succeeded in establishing this consumer "pull" to a wonderful extent. A completely demoralized market for oranges and lemons resulted some years ago in the forming of the Exchange and later in the Sunkist label and an advertising campaign. An original appropriation of \$6,000 has grown in twenty years to over \$1,000,000 annually in a normal crop year. The consumption of oranges has more than trebled, yet prices to the consumer vary but little and the Exchange is able to market a growing production with skill and success.

The history of association and industry advertising in recent years bears tribute to the value of this form of propaganda as a stabilizer and stimulator. Less than a million dollars spent in magazines by trade associations a little over ten years ago has grown to over six million dollars in 1929. A formidable list of industries is included in those appearing in the advertising columns in the last several years and I am sure the office of the Cotton-Textile Institute has or can get the experience and effect of every one of these campaigns. Some of the successes are very astonishing. I particularly like the story of kraut. Not so many years ago sauerkraut was mentioned only with a smile but the National Kraut Packers took hold and today sauerkraut is openly and fearlessly on the tables of the mighty. Advertising did it.

Profits of Industries

A table compiled by the Nation City Bank of New York presents a very interesting picture of a cross section of industry profits out of an analysis of the earnings of some 1500 major corporations. From this list I have built up three groups, food, clothing and shelter, the elemental necessities — and here is what they show in profits:

	Corporations	% Return
Bakery	20	15.5
Dairy products	15	21.5
Flour milling	9	15.4
Food products miscellaneous	33	16.5
Meat packing	23	5.5
Confectionary and beverage	17	25
Cotton mills	48	4
Apparel	29	11.8
Rayon	3	8.6
Silk and hosiery	20	7.8
Shoes	15	13.1
Textile products miscellaneous	23	8.8
Building materials	49	8.7
Lumber products	16	5.9
		% Deficit
Leather tanning	14	5.6
Wool	7	3.7

The average American consumer spends more for food than anything else and one would assume that

an industry competing within itself for the largest segment of the consumer's dollar would throw off but little profit. This industry, however, has become highly specialized and is a great advertiser, with very satisfactory results. Meat packing drags in profits but all the others are up in a very comfortable bracket.

Cotton mills with a 4 per cent return do not compare very favorably with apparel which shows 11.8 per cent — nor does leather with a 5.6 per cent deficit against shoes with a 13.1 per cent profit. Rayon, silk and hosiery and miscellaneous textile products with an average of slightly over 8 per cent are all better than cotton mills as profit makers—but wool seems to be dragging bottom.

What I want to emphasize in regard to this table is the fact that great advertisers are included in the industries that throw off the biggest net and that the lowest profits are revealed in some of the basic industries where there seems to be little relation between production and market—cotton, coal, leather and wool. Evidently the possibility for profit seems to increase in direct relation to the control of markets and here, I suppose, is where you manufacturers of yarns, gray goods and other basic constructions will agree thoroughly and wonder how any control could possibly be exercised over the distribution of your goods.

Advertising Expenditures

It may be folly to draw a picture of advertising-merchandising successes from both corporation and industry viewpoints and offer an advertising-merchandising thought as a possible help to this industry without being prepared quite definitely to suggest a plan which is not general, but rather specific in all its details. I feel quite sure, however, that you will admit that advertising as a constructive business building force could not have earned its present place in American commerce without having successfully performed a function not provided by any other form of sales stimulation. Please consider that in 1929 the leading 65 magazines carried a total of \$197,000,000 worth of paid advertising. In the same year 535 manufacturers spent \$220,000,000 in national newspaper advertising. Without a doubt the total national advertising budget of this country in 1929 for magazines, newspapers, billboards, radio, transportation advertising, display material, electrical displays and direct by mail work was well over \$700,000,000 for the year—a perfectly tremendous figure.

Out of the \$197,000,000 in national magazine advertising, about \$24,000,000 represents food advertising. Against this there is about \$2,750,000 in the advertising of textiles and somewhat less than \$2,500,000 in the advertising of hosiery and underwear.

A cross section of major advertising appropriations is a very interesting study and a great deal of time could be spent in an analysis of such figures. The figures show a remarkable acceptance of a major merchandising idea which even as recently as twenty or twenty-five years ago was met with suspicion and doubt in the offices of a great many corporations. The oldest objection even after advertising began to come into its own was "We have nothing to advertise." That ancient foible has been cracked wide open. Every organization has something to advertise if it will but allow its product, its plans or its service to go into the hands of specialists to be analyzed by men who know what to look for. It is a significant thing that the advertising profession has met with more failure in the textile industry as a whole than any other I can name. You will pardon me if I say quite frankly that the tradition ridden habits of the textile industry in this country have made it well nigh impossible to get over to it any-

thing constructive in the way of modern merchandising methods so that the industry itself or the individual units thereof would be able to compete as they should be able to compete for their proper share of the consumer's dollar.

Most of us are singularly incurious about things that we know little of and after we get along in years it is not so easy for us to break away from habits of mind that have governed our activities for a great many years.

The business of advertising as at present constituted is a young business compared with the textile industry but I ask you to consider just for a moment the rise of some of the young industries that have grown up with the help of advertising. Need I go any further than to mention the automobile, the radio and electrical household refrigeration and remind you how the printed and spoken word have created wants, stimulated desires and caused buying action in millions and millions of homes. Behind the creating of new wants in the minds and hearts of the people has been a definite program of controlled distribution which in the case of the automobile industry and the electric refrigeration industry has not been permitted to become demoralized from a price standpoint even through such an experience as that of the last six months.

Possibilities for Textile Industry

I ask you to consider the possibilities from an industry standpoint of a unified front on the part of the 35,000,000 spindles of this country or any major fraction thereof in an effort to stabilize first of all and then to stimulate sales and production in the industry. An assessment of a few cents per spindle not only on the part of those who believe in an advertising-merchandising plan but on the part of those who are willing to put their faith in the judgment of others who may have a little more vision in regard to this great modern, economic force would provide a fund that could easily, if wisely administered bring about a new era in cotton manufacturing.

A few members of the Mercerizers' Association have considered their problems in this regard and have established an inside group known as the "Durene group." Durene is a copyrighted name covering certain definitely established constructions of mercerized yarn and Durene is on the way with a three-year program of endeavoring to establish its quality, style and wearing power in the minds of the people through a great variety of knit goods and woven goods.

The Cotton-Textile Institute needs the support of every member, and non-member for that matter, in the fight to restore cotton goods to their proper place in the textile world. An advertising-merchandising department of this industry that could feel as confident of its life as is the case with the merchandising and advertising departments of most first class corporations and backed up with a fund of proportions sufficiently large to reflect credit on a great industry would without doubt, under expert guidance, be able to accomplish wonders. There can be no question about this, particularly if every contributor and every member would conscientiously make a study of the problem from a new angle and realize that voluntary co-operation with what might be decided upon as best for the entire industry would in due time reflect most favorably in his own sales and net profits.

If the cotton textile industry continues to regard itself only as a producer of basic goods and if the merchandising and the resale of all these basic constructions are entirely the responsibility of other groups, the

other groups will continue to make most of the profits. In my brief mention of corporation profits I might have mentioned coal mining where twenty-four major corporations made 1.8 per cent on their capital in 1928 and 2.3 per cent in 1929. There is a hole in the ground in which there is coal. The coal must be mined regardless of whether there is a market for it or not. Cotton mill machinery must run regardless of whether inactive surpluses are being piled up or not. It can't be done, gentlemen. From an individual standpoint a manufacturer may feel that the only way in which he can make money is to keep knocking night and day. Unless there is a well defined market to absorb this production, no economic law is going to acknowledge the truth of his contention. An over sold market will react every time. It is impossible to force upon the people unwanted goods except at a sacrifice of profit and the science of merchandizing wanted goods, advertised goods, properly distributed goods lies in the fixed ratio which must exist at all times between sales and production.

A few weeks ago in New York we were shopping the market for piece goods for our line of men's trunks. Wherever we went we heard about gray goods selling for less than the cost of production. Nobody refused to sell us any finished goods because of this, however. The value added to the gray goods by finishing and printing seemed to represent just about the same spread as was the case when gray goods were higher in price. According to our information, nobody was any more eager to buy print cloths or broadcloths or whatnot than they were when prices were somewhat higher. In fact, most converters seemed to feel that an advance in price might stimulate trade.

Such an advance might be very acceptable. It might cause additional buying by the cutting up trade, by wholesalers and by retailers. In the last analysis, however, it is the speed, or lack of it, with which the consuming public takes your merchandise that determines the volume of your business individually and that of your industry.

Must Stimulate Consumer Desire

How can you possibly make the consumer want cotton goods after years of propaganda by competing fibres and fabrics without telling him about the cotton goods through advertising? How can he appreciate anything to any extent regarding which he has never been educated? Has anything ever been done to set up standards which he can easily follow with the application of a little intelligence? Has any help ever been given him from the industry as such that would make him desire quality goods of cotton? The fabricators of garments and other commodities out of your cloths have done much, but not to sell your constructions. Rather do they sell what they themselves put into the finished product. Has anything ever been done to sell the consumer on combed yarn and if such an activity were undertaken would you wait until evils of misrepresentation and other unethical practices had crept into the sale of so-called combed yarn goods before any standards were set up to protect the consumer? Witness the situation on so-called part wool fabrics in blankets and heavy underwear. A pitiful situation that every right thinking manufacturer deploras appears now subject to control only if the Federal Trade Commission finally exercises its prerogatives.

We have such unlimited faith in the successful operation of intelligent advertising-merchandising effort that we know an acceptance of this idea with proper investigation on the part of the membership of

(Continued on Page 54)

Report of Secretary McLaurine

Delivered at Convention of American Cotton Manufacturers Association.

SOME years ago at a political convention in Tennessee, which had been called to select certain candidates for office, a somewhat rhetorical member arose and uttered these words in reference to a candidate: "I have followed the political career of this gentleman from its incipency, through the fluctuating vicissitudes and trials of life, through his successes and reverses. I have watched him grow in manly power and political acumen, and in the hearts of the people, and as on many occasions before I have endorsed his political policies and principles, and so do I now recommend him to the splendid electorate of the great commonwealth of Tennessee."

Gentlemen, while I have not followed you from your incipency, yet my seven years of association with the textile mills of the South have caused me to study the history and progress of this great industry—until I feel that even though I have not been an incipient member I can endorse and recommend you to the great community of interests building constructively in our great Southland.



I am here this morning to try to tell you some of the tangible activities of your association, and yet, I would have you

understand in recounting these, although we are accustomed to think of tangibles as the measure of success in industrial life, it has been my experience that those intangible, immeasurable, indescribable accomplishments are often the most potent and most important.

The radiation and dissemination of those intangibles that build for esprit de corps, for confidence, for co-operation, are often unseen and unknown and yet they work as dynamically, as steadily and as consistently as the pull of gravity, and fundamentally they constitute the great constructive force which is necessary before aught else can be done. We feel that this office, through its officers and members, and the principles that have been put forth, have in some degree functioned in this capacity, and so we might mention other intangibles, but that would make the story too long, so I shall now report some of the tangible activities in which we have taken a part.

Arbitration Board

You will recall that at our last meeting in Atlantic City a resolution was passed, authorizing the president of this Association to select a committee of five men to act with a like committee from the American Cotton Shippers Association for the purpose of organizing an Arbitration Board, and for the further purpose of establishing rules for the conduct of same.

I am very happy to state to you the fact which you

already know, that this has been done and we feel that the committee did a very effective piece of work, and should be congratulated upon its success. It would be impossible to have an arbitration board that would function at all times to the complete satisfaction of every one, because the word "arbitration" indicates dispute or disagreement, and in the final functioning of such a board some one must win and some one must lose, hence there is a potential possibility always existing for some one to think that the board is not as efficient as it should be. However, I am very happy to state, that insofar as this office is concerned, we have had some very complimentary reports as to its activities.

A complete report of this board's activities will be given by Marshall Beattie, who is our chairman and executive officer on this particular committee.

Publicity Campaign

At a meeting of our Board of Government in Pinehurst, in November, it was recommended that some concrete plan of conducting a publicity campaign should be enacted, provided, it met with the endorsement of the membership in general. The details of the campaign were left to a committee selected by the president, which should be drawn up and recommended to the board if and when the membership at large should endorse the plan.

This committee, with your president and secretary, labored industriously trying to ascertain the wishes of the association with the final result that only one-third of the membership endorsed the idea, hence it was abandoned, but this office and various members of the Board of Government, and members in the field some of whom I would like to mention, have made some very constructive contributions to the public direct and to the press, and these contributions have been given wide distribution through this office. I feel that I would be remiss in discussing this particular phase of our activity if I did not mention the address of B. B. Gossett, delivered before the faculty and students of the A. & E. College, at Raleigh, N. C., December 12, 1929; the address of Bernard Cone before the faculty and students of the University of North Carolina at Chapel Hill, N. C., on February 3, 1930; the contributions by W. D. Anderson, of the Bibb Manufacturing Company, in various and purposeful efforts; contacts and ramifications in constructive speeches and expressions of Donald Comer of the Avondale Mills at Birmingham, the contributions of Miss Katherine Dozier of the Pacolet group of mills, and of Dr. Marjorie Potwin of the Saxon Mills.

I am mentioning these because they have been rather outstanding, but in mentioning them I do not mean to convey to you that these are all, because scores of other people,—mill men, bankers, railroad magazines, newspaper editors and writers have been very kind in getting out to the public what has seemed to us to be the true facts of the situation. While all of those agencies have been giving of their time unstintedly and freely, this office has been making its contribution directly and indirectly through various agencies, in trying to set our problems and our conditions before the people in a constructive, appreciative and understandable way, hence I would like to say while we have not had a formal publicity campaign, I feel that through the various agencies that we have indicated, thousands of

dollars worth of constructive publicity has been given to this association during the past year.

Atlanta Federal Textile Mill

Last summer there was some discussion as to what could be done to prevent proposed spindles from being installed in the Federal Prison in Atlanta, Ga. President Dixon appointed a committee to investigate. Your secretary went to Washington to see Mr. Bates and arranged for a conference with the committee.

On September 6, the following committee conferred with Sanford Bates, superintendent of prisons, at the Atlanta Federal Penitentiary, in Atlanta, Ga.

Hatton Lovejoy, A. M. Fairley, A. R. McEachern, William Parker, Jr., O. P. Ensign, Norman Elsas, P. E. Glenn, T. M. Forbes, W. S. Nicholson, H. E. Williamson and your secretary.

Mr. Bates stated that the Atlanta Federal Penitentiary was a rather typical Federal Penitentiary; that at the time it was built there were not so many Federal violations and this institution was built to accommodate 1200 prisoners.

Since the establishment of this penitentiary four laws have been enacted that are largely responsible for the increase in the inhabitants of this institution. These four laws are the Drug Act, the Mann Act, the Prohibition Act and the Dyer Act.

Instead of having 1200 prisoners, or its approximate figure, there were, the day we were there, 3693 prisoners in the institution with employment for only about 1200.

Some time back a Congressional committee investigated prison conditions and in the report they practically issued a mandate to the prison authorities to give employment to all of the prisoners.

Mr. Bates stated that outside of the routine and domestic duties which tradition has admitted in prisons, the Government has given authorization for only four industrial enterprises to be undertaken. Of these four, textile manufacturing is one.

Since prison officials must give employment and have no government authorization for any employment except these four, there is but one thing to do, and that is to expand these four industries. Thus you can see the present condition of the Department of Justice.

It was suggested that the only relief that we could hope to get would be by imploring the Government to permit other industries to be installed in the penitentiaries and thereby scatter the kinds of employment rather than intensify upon a few. This will have to be done by legislative enactment.

It was indicated that the Department of Justice is now considering the framing of some bills, which if enacted into law, will remedy this condition. The part that we can play in this program is that when they are ready for Congressional action we can use our good offices in assisting in their passage.

Your secretary is keeping in close touch with Washington and as soon as these bills are ready they will be submitted to you for your consideration. The thought occurs that it might be proper procedure for these bills to be placed in the hands of the National Council for its direction. However, this office shall await the direction of the prison committee, which in no sense has been discharged until its duties have been completed.

Social and Civic Relations

In discussing this topic your secretary asks you to consider these statements made in the interests of the activities of the Association rather than to reflect any vanity on his part. During the year it has been his

pleasure and privilege to address groups of students in two of our outstanding Southern institutions, to address the Southern Textile Association at its last meeting in Asheville, to speak before various civic and church organizations, to speak before the Farm Women's Club of one of our South Carolina sections, to speak to a large group of domestic science girls and teachers in Mecklenburg county, to contribute a number of articles to newspapers and magazines, practically all of which have been made by special request.

One of the most complimentary requests, and at the same time, most distant request was from the Manchester Guardian for an article on "The Origin and Accomplishments of the American Cotton Manufacturers Association," which was published in their last special annual edition.

A further evidence of the contacts this office has made is indicated by the fact that at the thirtieth anniversary banquet of one of the largest department stores of Charlotte, your secretary was asked to speak, and later at another department store at a cotton style show a similar request was received.

These statements are made to show you the interest and influence of your Association and how it is regarded by the public rather than to try to exploit any particular merit of any person.

I almost omitted one of our most recent activities, which is carried on in connection with the Cotton-Textile Institute, which activity has been made possible through the courtesy and co-operation of broadcasting station WBT of Charlotte, N. C. We are broadcasting once each week the style message sent us by the Cotton-Textile Institute. I think that it would not be amiss for our Association to express its thanks to Station WBT for this courtesy.

Industrial Relations

President Dixon in the beginning of his administration appointed an Industrial Relations Committee composed of W. D. Anderson, Chairman, H. R. Fitzgerald, V. M. Montgomery, Donald Comer and J. A. Long. While this committee has not had formal meetings and a definite concrete program to enact, yet I feel sure that the membership fully appreciates the efforts that have been put forth by these men individually, as they have been very active indirectly in establishing correct industrial relations. I have indicated some of the activities in a preceding paragraph.

For the benefit of distant members, who perhaps have been so absorbed with their own problems that they have not given so much attention to this field, I would like to commend these men individually and collectively for their great outstanding personalities and for the splendid work that they have done, and in making this statement, I merely call their names, because they are members of the committee, because many others in our Association have given time and study and impetus to this important factor of our industrial life.

Your secretary has had the pleasure and the privilege of conducting nine group meetings with the overseers and second hands of the mills of Greenville county, in which meetings there were something like 115 or 120 men in attendance. In this series of conferences we have not attempted so much to discuss the mechanics of industry as we have the humanics or industrial relations. This was a purely voluntary group and no urge was put upon the men. Practically every mill in Greenville county was represented in this conference.

At an early date, your secretary will conduct a similar series of conferences with another large group of

(Continued on Page 56)

FOSTER

Cone Warping System

Cone Winders—Cone Warping Creels



Cloth Mills covering a wide range from Denims to Fine Sheetings have installed the Foster Cone Warping System. The warps made from Foster Cone supply is responsible for a quality appearance in the cloth as it comes from the loom and in the finished goods.

The vital reason for installing Foster High Speed Winders and Foster Magazine Cone Creels is the saving in Costs in Warping, Slashing and Weaving including labor, waste, floor space and power.

A Survey of Mill Conditions by our Engineers will show the economy possible in any Cloth or Yarn Mill.

Foster Machine Company

Westfield

Massachusetts

John Hill, Southern Representative, Healey Building, Atlanta, Ga.

...asurers run
themselves burdened
excessive costs of operation
attendance.

In comparing tenders it will frequently be found that the higher priced equipments represent the best value in terms of evaporative capacity and cost per unit of capacity. It may happen, for instance, that the difference in cost between two competitive tenders is more than offset by the difference in annual cost of operation due to power consumption alone. It is seldom wise to award contracts to the lowest bidder because of price alone for close study will usually bring out considerations of capacity, quality and cost of operation which, when properly appraised, are likely to more than offset considerable difference in price.

Proof of Performance

The better known types of apparatus have frequently been tested by disinterested engineers. Some types of equipment are known to have a performance to capacity claim

From report of the
Humidification Com-
mittee of the National
Association of Cotton
Manufacturers.

higher priced equipment
is usually the best value
in the end.

In the purchase of humidification equipment too many mills fail to take into consideration: Capacity, quality and cost of operation. Initial cost is their only interest.

Our files of mills re-equipped with ParkSpray Systems to replace earlier installations confirm the section illustrated from the report of the humidification committee selected by the National Association of Cotton Manufacturers.

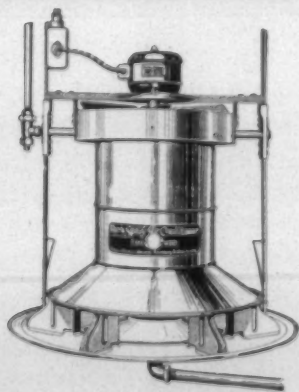
If you are interested in humidification in any form, write without hesitation to Parks-Cramer engineers. They will gladly answer any questions.

Parks-Cramer Company

FITCHBURG, MASS.

CHARLOTTE, N. C.

CANADA: Parks-Cramer Westaway Co., Ltd., Main and McNab, Hamilton, Ont.; 455 Craig West, Montreal, P. Q. CHINA: Elbrook, Inc., Shanghai; Pekin; Tientsin. GREAT BRITAIN, IRELAND: Cook & Co., Manchester, Ltd., 18, Exchange Street, Manchester, England. CONTINENTAL EUROPE: Compagnie Ingersoll-Rand, Paris, France. INDIA: Ingersoll-Rand (of India) Ltd., Bombay, Calcutta. MEXICO: Sr. Don Fernando Caraves, Apartado 1100, Mexico City.



The HDD and HDS ParkSpray Humidifier. Two sizes ... the same type. Most evaporation per dollar of cost. Easy to get at. Low maintenance cost.

Common Sense *

By F. W. Sibley, Vice-president Bankers Trust Company, New York

TO the ordinary golfer the championship course here at Pinehurst appears to be a provoking succession of sand traps, bunkers, water hazards, and bad lies in the rough, literally just one irritation after another.

But to the skillful player who keeps his feet on the ground, his head down, his eyes on the ball, who times his stroke properly and follows through, driving straight down the fairway, the course appears a simple, pleasant one, and, when he sits around the nineteenth hole with his companions after the game, instead of berating the course and its difficulties, he will say with a smile that it proved to be very much easier than he had anticipated.

So it is with life in general and the cotton textile industry in particular.

Study of Profits

E. G. Field, in the March 1930 issue of "Cotton," reports the earnings of twelve prominent cotton mills ending their fiscal years at various periods in 1929. The average net profits for the fiscal year were \$8.42 in each \$100 of net worth. Four mills reported earnings well above the average, the best being \$11.11. Eight mills reported below the average, two showing losses, the worst being \$17.94,—a very bad condition indeed. All these twelve mills operated in the same industry,

*Address before American Cotton Manufacturers' Association.

just as the two golfers above referred to played on the same course.

To the average manufacturer of cotton fabrics it seems almost impossible to make a satisfactory profit in the industry. The way is beset with hazards of many kinds and his problems are perplexing and discouraging, problems of sales agents, of labor, of cotton purchasing, of mechanical processes, of quality and style, of cost systems which never seem to check with the operating statement, and most vexing of all, the problem of how to get a decent price for the product. Naturally, he becomes obsessed with the idea that the cotton industry is going to the bad.

Praise for Institute

The fact is that the trouble is not with cotton or cotton textile fabrics. The industry is not to blame. It is one of the greatest in this country. This fact was made very clear to me when I analyzed the statistics which were placed at my disposal within the past month by Mr. Sloan and Mr. Halstead of the Cotton-Textile Institute while I was preparing this address.

It affords me great pleasure to report at this point that your Cotton-Textile Institute was a reflection of efficiency and earnest enthusiasm. I had known little of its practical operations except what I read in the papers. But when Mr. Sloan invited me to visit the offices of the Institute a few weeks ago and review the

WARPING EQUIPMENT



No. 28 High Speed Warpers with Motor Texrope Drive

EXPERIENCE COUNTS

Utilize the experience of the Entwistle experts when you have need of anything in Warping Equipment.

OVER FORTY YEARS EXPERIENCE

Specializing in the building of Warpers, Ballers, Beamers, Combs, Card Grinders and numerous special warping devices.

Always ask Entwistle if it's a warper question.

T. C. ENTWISTLE COMPANY

Lowell, Massachusetts

work in which he and his associates were engaged, I discovered that a vital force was actively in operation in the interests of the cotton textile industry. I was amazed at what had been accomplished in the brief period during which the Institute had been in existence and, as I talked with the earnest men I met there, I was inspired to rebuild my confidence in the good old industry I had been interested in for so many years. The Cotton-Textile Institute deserves that I should get behind the efforts of its officers and give a friendly push, and it deserves fully your entire confidence and generous support.

No, the cotton textile industry is by no means moribund. Cotton is still very much a king. Just at present, however, the timer of the cotton textile engine is out of adjustment and you cannot get the proper speed no matter how hard you step on the gas.

In the year 1929, which was so unsatisfactory to many of you in the way of profits, over 7,000,000 bales of cotton were consumed in the manufacture of textile fabrics in this country. The consumption of cotton fabrics was some 7,971,000,000 yards, an increase of about 2,300,000,000 yards within the last ten years. Consumption in yards per capita had increased from 54 yards in 1919 to 65 yards in 1929.

This is a colossal business and one would have a poor opinion indeed of the ability of the cotton manufacturers and merchants of this country who would entertain the belief that the cotton industry, from raw material to consumption, cannot be made a profitable investment for capital and a generous employer of labor, once you good people get to thinking right and keep thinking right.

Nevertheless, at the present moment and for some years past, the industry has been floundering about in a condition of chaos. It demands co-ordination and a co-ordinator. Its unorganized forces must be harnessed and controlled.

Such is the requirement. How shall it be accomplished?

If the inquirer asks the man in the street what is the matter with the cotton textile industry, he will receive the invariable reply—overproduction, excess merchandise, low prices.

In the face of this trite reply, Paul B. Halstead, secretary of the Cotton-Textile Institute, who lives with the statistics relating to cotton goods, tells me he is convinced that, owing to the drastic reduction of cotton goods in hands of wholesalers and retailers within the last three years, the inference is plain that more cotton fabrics had been consumed in this period than had been produced.

Lack of Co-ordination

It was difficult to reconcile this statement with the facts as I understood them. So we put our heads together, seeking to discover the colored gentleman in the wood pile. I believe we found him. The trouble exists, apparently, not in the total yearly production as compared with the total annual consumption, but in the fact that no scientific co-ordination exists on a weekly, or even a monthly basis between production and consumer demand. The law of supply and demand is not working properly because it is not balanced. As was stated, the timer is out of adjustment. If, perchance, supply and demand, by sheer luck, come into balance in a purchasing period, manufacturers immediately believe good times are coming and start up additional looms or put on a night shift. Demand is glutted, balance is destroyed, and prices fall below previous level.

What Statistics Show

Statistics compiled beginning in the fall of 1925 and brought up to date, show almost without exception that the margin as between the cost of cotton and the sales price of the product available to the manufacturer, has fluctuated directly with stocks on hand; when stocks have piled up, margins have fallen off, and vice versa. As a general rule, stocks have accumulated in the early months of the year and margins have decreased during these months. In the fall, when stocks have been reduced, margins have almost invariably improved. The natural deduction is that the industry has not yet found proper means of co-ordinating its production with sales.

Bringing this matter nearer home, the statistics reveal that during the fall of 1929 stocks were reduced to a relatively low figure and margins were higher than for several years. With the general decline in business during the last two months of 1929, and the early months of 1930, stocks have been built up and margins have fallen off. Hence the present unsatisfactory condition.

Who killed the goose which laid the golden egg?

In the name of all that is reasonable, please do not lay it to the industry! God knows the law of supply and demand will balance if only it is given a fair chance.

Who Is To Blame?

It begins to look, therefore, from the viewpoint of a friendly observer, as if certain human beings engaged in the production and merchandising of cotton fabrics, were directly to blame for this unbalanced and chaotic condition.

If uneconomic practices, like microbes of disease, have crept into the industry, if buyers have become shrewder and more powerful than sellers, if rayon and silk have displaced cotton in some degree in women's wear, our goods friends above referred to are to blame for letting trade conditions get beyond their control, for keeping markets flooded with excess and distressed merchandise, and for not keeping ahead of the times in matters of distribution and style.

Don't let us be mealy-mouthed about this matter. Let us confess to the truth. We bankers were just as ignorant of the rapid changes that were taking place in methods of merchandising and markets as you were. We saw the mail order house and the chain store rise into prominence. We saw with regret the serious trouble which confronted our good friends, the wholesale merchants; we heard the grumbling of the Worth Street sales agents and the rumblings of change in markets made inevitable by the sweeping advance of the automobile industry and the flexibility of railway transportation; we observed the rapid development of the cotton textile industry in the Southern States and were delighted with the progress of the new South. The truth is, however, that we didn't see further than the ends of our noses. And you folks who went on building mill after mill, piling bricks and mortar upon brick and mortar without looking into the future and forecasting its probabilities until prices began to fall and profit margins to disappear, you too were living in a fool's paradise for a time, as we were who were lending money to assist this uneconomic expansion, and both of us were doing our best to kill the aforesaid cotton goose that had laid golden eggs for so many years in the past.

No wonder that bankers have been discouraged with the industry and that you manufacturers have been discouraged. But all the time the industry has not been to blame. We alone have been culpable. So let

us confess our past sins and firmly resolve to act in future like intelligent social human beings. Let us take hold of this cotton textile industry which has run off the economic track and replace it securely upon the track and let us keep it there by maintaining a system of control and balance between production and market requirements.

Mills Are Efficient

In an article in Dry Goods News of April 8th of this year, dealing with mechanical efficiency of the modern cotton mill, Leavelle McCampbell says:

"Tell us if you will that some of our people work long hours. Tell us that we do not get reasonable return for our efforts. These faults we are trying hard to mend. But it is neither fair nor correct to say that our mills are inefficient, for such a statement does not check with the facts."

It is true that the cotton mill, equipped with modern machinery and well managed, is very efficient. Its costs are extremely low. No one has much complaint to make of the average mill manager as a manufacturer.

The quoted statement of Mr. McCampbell has been reiterated as frequently as the formula of the English people—"No matter what is happening adversely to English industry, we pay our debts."

Find the Bogey Man

The cotton industry, if it was vocal, could say as strongly—"No matter what the difficulties of this grand old industry, it has well located factories equipped with the latest phase of modern machinery."

Here is a bogey man set up. We must get around behind him so as to observe the source of the troubles of the industry. Otherwise we will not see or think correctly.

Certainly it is not a question of the industry as such or mechanical processes as such. Even a superficial diagnosis of the case reveals it is to be one of merchandising, marketing and operating control.

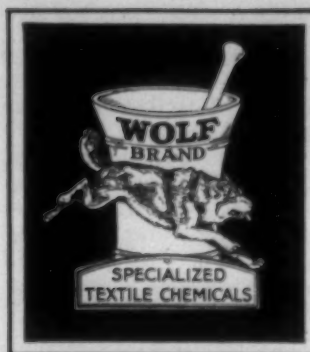
Furthermore, no one need worry about the spindles and looms there are in this country available for the manufacture of cotton fabrics. They have been bought and, I hope, paid for. That cannot be undone. But there is no law of God or man that requires the greater part of these spindles and looms to be run night and day and even over the noon hour.

Based on a year's operations, the actual total difference between production and consumption of cotton fabrics is at worst only a small percentage in favor of the former, a huge total in terms of yards and pounds which nobody wants except at bargain prices, but a mere minor fraction when compared with the total which people do want and for which they are willing to pay a fair price.

Must Have Balanced Production

Of course I have heard all about what you are attempting to accomplish in association with the Cotton-Textile Institute through voluntary adjustment in the way of decreasing machine hours with consequent shortening of hours of labor. It is a noble undertaking. I congratulate the officers of the Institute and you who have sunk your personal inclinations and consented to co-operate.

In my opinion the minimizing of operations so that production shall balance with consumer demand is the one step forward you must make if you are going to get your industry on a better basis. But you must always keep permanently in mind the fact that co-operation is of value from an economic standpoint only in so far as it serves to iron out the sharp peaks and depressions in the production schedule through the



TEXTILE CHEMICALS FOR YOUR USE

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MANUFACTURING CHEMISTS AND IMPORTERS
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year, thus effecting stabilization in machine hours of operation.

If it tends toward controlling sales prices on any other basis than that established by the flexible law of supply and demand, it is uneconomic and can never effect a permanently profitable result.

What is requisite in any industry is a fair price established on a basis of production supply balanced with consumer requirement. Every commodity has its relative market value. It is as uneconomic, therefore, to raise prices through decreasing production below the level of current demand as to encourage abnormally low prices by crowding upon the market an excess production.

We sometimes speak of European manufacturers being somewhat more backward than their trade brethren in this country and yet they appear to have sensed the economic value of maintaining production in balance with consumption, as is demonstrated by the following significant advice Bankers Trust Company received from its Lyon's correspondent under date of April 5th relating to the silk industry:

"In Europe, the tone among manufacturers is improved; the production of looms has been materially reduced; the figures of the Lyon Silk Conditioning House show, for the first three months of 1930, a decrease of 23 per cent upon 1929 and of almost 37 per cent upon 1928. The first result has been a distinct reduction in the stocks of finished goods and more orders are being received, especially for goods in which silk is used in conjunction with other textiles. In the United States (we understand) the position is slightly different, inasmuch as the production in the silk mills has not been reduced."

You will observe the French have always a courteous way of stating a disagreeable fact relating to a competitor nation.

Curtailment of production to balance it with consumption must be spread over the year in order to be economic or effective. It should not be spasmodic. If it is you will find yourselves in a condition of peaks and depression, notoriously uneconomic. Drastic curtailment is evidence of an unhealthy industrial condition; co-operative acting and thinking within the industry is the only way to avoid it.

The science of modern industry is to effect stabilization in the flow of materials from the primary raw stage to ultimate consumption. Such a stabilization is in the interests of both seller and buyer and most decidedly in the interests of capital and labor. Labor to be fairly remunerated demands stabilization in its hours of employment through the year. It too requires that the peaks and valleys be ironed out of its yearly schedule.

Human Problem in Industry

So we have an economic problem as well as a human one in considering this live question of cooperation which now lies on the table before you and which you must reject or accept. The human problem, however, is much more interesting to me for, to my mind, any analysis of the cotton textile industry would be of value only in so far as it included in its scope an analysis of the human beings who controlled its destiny.

I am familiar with no industry in which the human element is of such outstanding importance. Inherited tendencies are prominent in his personality. In too many instances he is governed by tradition and heredity. It is exactly the same in the silk and wool industries as in cotton.

If we were to discuss efficiency in production, mer-

chandising, and distribution of any particular cotton mill, we should have to consider as item one, the man who dominated the management of that mill, his policies, his characteristics of thought and his ability.

Mergers

Let us say, by way of illustration, that it is has been considered highly desirable to group in one corporate enterprise the larger mills producing broad sheetings. We study exhaustively all the facts in the case and decide in mutual agreement with the controlling executives of each mill that economies could be effected through market stabilization, better merchandising and distributing practices that would greatly increase profits in the broad sheeting business.

Then we come to the question of terms or basis of merger. Which in your opinion would weigh more, the economic factors, or the human factors, in the ultimate decision?

I know because I have tried and failed several times. In the good old days before I became a banker, to effect an economic merger in a branch of the cotton industry, simply for the reason that certain executives would not consent to drink when brought to the fountain. They declined stubbornly to divest themselves of authority for the general good and even for their own profit.

Therefore, in considering not only the possibilities of co-operation but of consolidation, I advise that you choose at first the easier way. The cotton mill executive must come first to an appreciation of the benefits of co-operation before he will recognize the economic value of consolidation.

Co-operation is distinctly a social movement. Professor J. A. Thomson states as follows in his recent brilliant book, "Modern Science"—

"The distinctive feature of a society is that individuals can act together as a unity, combining their efforts in defense or in attack. A society implies some degree of corporate life when the members act coherently and harmoniously as a unit—when the whole is discovered to be more than the sum of its parts. But whether the social note is loud or faint, if it is there at all, it implies some self subordination to the interests of the community."

After instancing many classes of animals who work together co-operatively for the common good, he adds dryly, "Mites could not form a society."

Co-operation requires the subordination of selfish instincts to intelligent decisions. It demands action based on confidence rather than upon fear. Man is by nature opposed to co-operation. He is, scientifically speaking, an unco-ordinated life force. The cotton manufacturers in this country at the present time are literally unco-ordinated industrial forces, each acting on his individual initiative, very much like the molecules in a gas. It is the business of economics to co-ordinate these forces and get them working together harmoniously in co-operation. No one recognizes the difficulty of this accomplishment more than I do. But it is so well worth while and the time is so ripe for it, that I urge that you give co-operation your earnest consideration.

Consolidation of Groups on Same Goods

I believe that the desirable ultimate of the cotton textile industry is to be attained through the consolidation into definite groups of mills representing specific lines of merchandise such as print cloths, sheetings, denims, ducks, yarns, etc., with skilled market and merchandising research departments, and above all, governed by systems of financial and operating control.

I believe as strongly, however, that the present is not a time propitious for such mergers. The profits are

not such as to attract bankers or investors if invited into the situation. Without banking co-operation it would be extremely difficult to effect such mergers. It is required, therefore, in order to restore the industry to a profitable basis where it may invite rather than solicit banking support, that a co-ordination of production and sales shall be effected and maintained over a reasonable period, thus stabilizing prices.

Granted a balance maintained through co-operation between production and consumption with a consequent price stabilization, an opportunity is at once available for installing a system of scientific administration such as I outlined in my recent book, "The New Way to Net Profits."

When I discussed with several of my manufacturer friends here in the South the subject of this address, they told me to explain how such a system could be applied successfully to the cotton manufacturing business.

As certain of you know, the system is in no way original with us, being the method of research, analysis, forecasting, planning, and control now applied so effectively by the great money making industries of this country and by many small enterprises relatively as profitable.

The dominating factor in the new way to net profits is forecasting of sales income based on facts acquired by an exhaustive study of markets and the human beings existing in those markets; based further on a knowledge of the adaptability of the merchandise line to market requirements in points of quality, design,

style, color, and preparation, and further fortified by a thorough knowledge of how most economically to distribute the merchandise line in the several markets.

I believe absolutely in the economic correctness of this system. I have applied it. Within the last few months I have observed it in operation in one of the largest manufacturer enterprises in this country. I saw it get hold of the automobile industry in the fall of last year. I saw intimately its control applied. I witnessed its flexibility when the first forecast of sales was changed from a fifteen per cent basis of operation less than that of the preceding year to a twenty-five per cent reduction, then to a thirty per cent reduction, and at each step down I saw operating costs were reduced relatively so that at the lowest level of a sixty-five per cent operation a required profit was earned on invested capital, while not one automobile was to be produced in excess of actual sales to consumers.

It took many years to get this system working successfully in the industries now employing it. Sales forecasting is not learned in a year and much research must be made before it can be employed at all.

Cotton fabrics sold in the grey are difficult to follow to the ultimate consumers. They are sold to converters, to cutters-up, to manufacturers, to wholesalers, to department stores, to mail order houses, to chain stores, to retailers, to exporters, to consumers, along labyrinthine channels of distribution. Nevertheless they can be followed. Nothing can evade the eyes of research and the analyst.

(Continued on Page 46)

**Behind
these
dials—**



**PRODUCTION-PLANS
"MAKE THE GRADE"**

Behind VEEDER-ROOT Counters you plan with the *figures*. Your plans are based on accurate pick records. You know what you're getting each day from each loom. You know what you *could* be getting — with closer check-up. You've got the means to *measure* each weaver's progress.

Production-schedules move *as planned* when you carry the plans to *each loom*. Weavers make their daily tasks when you accurately check-up each weaver. . . *At the looms* your plans meet success or failure. Set the pace and check the performance by Veeder-Root records of picks. You'll "make the grade"—like hundreds of mills—if you'll let us make an installation of the Counters. Shall we send a Field Engineer—with trial proposition?

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Knitting Arts Exhibition

THE 26th annual Knitting Arts Exhibition, to be held in Commercial Museum, May 12th to 16th, is expected to bring together the most comprehensive display of knitting machinery, equipment and accessories ever shown in this country. Space reservations for the show this year are very large and the list of exhibits will include practically every item necessary in the production of knitted products. The Exhibition, as usual, is being held under the auspices of the National Association of Hosiery and Underwear Manufacturers. The actual management of the show will be under direction of Chester I. Campbell.

Many improvements in knitting equipment have been developed in the past year and the most recent developments will be shown at the Exhibition.

The attendance at the show is expected to include a large number of Southern men who are interested in knitting and allied lines.

Brief descriptions of the exhibits are given on this and succeeding pages.

American Aniline & Extract Co., Inc., and the Canadian Aniline & Extract Co., Ltd., have Booths 83, 84 and 85.

The exhibit will consist of the hosiery dyed with the use of Orthocen and Stripper X. They shall also display the different hosiery finishes, they are manufacturing and the newest process which is the de-lusterizing of tram hose.

Officials who will be in the booths are W. P. Gudgeon, vice-president of the Canadian Aniline & Extract Co., Ltd., and the representatives of the American Aniline & Extract Co., Inc.: A. B. McCarty, Philadelphia, Pa.; T. P. Key, Philadelphia, Pa.; J. P. McCarty, Boston, Mass.; G. S. McCarty, Charlotte, N. C.; F. A. Carsten, Jr., New York; E. C. Titus, Philadelphia, Pa.; W. Myers, Philadelphia, Pa.

The American Laundry Machinery Co. again occupies its usual large exhibition space. They have Booths Nos. 191, 192, 193, 221, 222, and 223, and will display the latest type of equipment for the dyer and finisher of hosiery and other knit goods.

Included among the "American" textile equipment display are several dyeing machines of the well known "Super" type with a new type of direct geared motor drive, with self contained electrical control.

Another feature will be the showing of centrifugal extractors or hydro extractors of monel metal basket construction, and a new small laboratory and wet out extractor also constructed of monel metal.

Among the representatives of the American Co. who will be on hand to welcome the visitors to their booths will be: A. Matthews, general sales manager; George Rups, sales promotion manager; R. C. Caine, manager textile division; H. G. Mayer, Southern representative; J. E. Moore, Southern representative; P. J. Abrams, Eastern representative; F. B. Threapleton, Eastern representative; J. H. Bonser, Canadian representative; J. C. Dowling, general office representative.

Two foreign agents, J. H. Bayles, a director of the firm of Geo. Blackburn & Sons, Nottingham, England, and Sven Larsen, general manager of the Povl Bihensen Co., Copenhagen, Denmark, the English and Scandinavian representatives of the American Company, will also be present.

R. C. Caine, manager of the Textile Division of the American Laundry Machinery Co., will be in charge of the exhibit.

The Bahnson Co., 93 Worth St., New York, will oc-

cupy Booth No. 100 and will have on exhibition two Bahnson Humidifiers and one Bahnson Master Control. The exhibit will be in charge of F. S. Frambach.

The Torrington Co., Torrington, Conn., in Booths 210-211, are to show Torrington latch needles, Torrington full fashioned needles, Torrington sewing machine needles.

The principal display will be a collection of knitted hosiery, underwear and outerwear from the principal countries of the world in which knitting is done. The countries represented will include Norway, Sweden, England, Belgium, France, Italy, Spain, Australia, New Zealand, China, Japan, Argentine Republic, Venezuela, Canada and Mexico.

Representatives in attendance are to be: W. C. Wiechardt, H. D. Blake, C. Rowe, W. T. Bell, L. J. Ross, J. W. Sullivan, J. G. Thacker, W. F. Moon and W. L. Morgan.

Eclipse Textile Devices, Inc., Elmira, N. Y., will exhibit at Spaces Nos. 327 and 328 the Eclipse Van-Ness dyeing machine, Eclipse slub catcher, Eclipse yarn cleaner and Eclipse bobbin holder.

The following representatives expect to be in attendance: J. C. Ferguson, president; John P. Carey, L. B. Hasbrouck, L. A. Uttrich, J. D. Lutes and J. D. Mann.

Leighton Machine Co., Manchester, N. H., will display the product of Leighton machines.

Laconia Needle Co., Laconia, N. H., will exhibit at Space No. 122, their line of high grade latch needles.

Southern Textile Machinery Co., Paducah, Ky., will display in Booths 352-360-361, the latest model Sotco and Wright Steady Dial Loopers, and looper accessories. These accessories consist of sectional looper tables fully equipped with four speed drives, looper lights, clip cans, etc. Looper stands for use in homes will also be shown.

The company will be represented by J. T. Balthasar, assistant secretary of the company; J. A. Mulligan, superintendent, and R. N. Parkin, head of the service department.

Du Pont Rayon Co., New York City, shall occupy Booths Nos. 149, 150, 173 and 174. C. G. Hookey, district sales manager, will be in charge.

They shall show Du Pont rayon in the various put-ups. They plan to have a demonstration of how carefully Du Pont rayon is inspected and graded. They shall show a miniature spinning machine with spinnerette.

Grand Rapids Textile Machinery Co., Grand Rapids, Mich., will have several machines on exhibit and in operation in Spaces Nos. 258, 259, 306 and 307.

H. A. Shields and W. H. Shields will be in attendance.

The Paramount Textile Machinery Co. will display in Spaces Nos. 146, 147, 148, 175, 176 and 177. They will feature Paramount forms for hosiery drying and finishing, and all equipment will be in operation. Of especial importance will be their new Paramount silk forms, which were introduced about a year ago but which have not been given publicity up until now, due to the company's inability to supply the demand for it. These forms will be mounted on one of the Paramount swivel tables and operated by the temperature controlled "Water Dry" system of heating. Looper attachments and inspection machines will also be shown.

In attendance will be Henry Pope, president of the company, together with L. H. Oswald, T. F. O'Connell

(Continued on Page 26)

Nobody Could Ask Stronger Endorsements Than These!

The following statements are taken from letters received from users of Butterworth Hosiery Dyeing Machines . . .

—And concerns such as Owen Osborne, Inc., and Torresdale Hosiery Mills, gave us these letters only because they were pleased with the operation of Butterworth Hosiery Dyeing Machines, which they had installed.

Copies of the letters, complete, together with folders on Butterworth Hosiery Dyeing Machines, will be sent promptly.

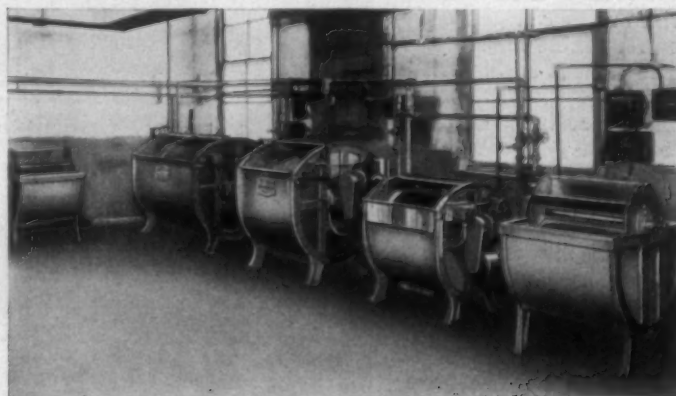


Speaking of the Butterworth Hosiery Dyeing Machines in their plant (see illustration at left) the Torresdale Hosiery Mills, (formerly Burlington Hosiery Mills), in Philadelphia, said:—

"Levelness of coloring and the fine condition in which the goods come from these machines is pleasing, and enables us to easily maintain our quality standards in this department . . . We are pleased with our selection of machines . . . We compliment you on the new cylinder construction."

And from Owen Osborne, Inc., of Philadelphia,

"Your willingness to place your hosiery dyeing machines on trial alongside competing ones is certainly justified by performance . . . We have found these machines with your new half round compartment cylinder construction very satisfactory both as regards dyeing ability and construction features."



Butterworth will exhibit at the KNITTING ARTS EXHIBITION, Commercial Museum, Philadelphia, May 12 to 16, inclusive.

H. W. BUTTERWORTH & SONS COMPANY, *Established 1820*
PHILADELPHIA, PA.

PLANTS at PHILADELPHIA and BETHAYRES, PA.

New England Office:
TURKS HEAD BUILDING, Providence, R. I.

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BUTTERWORTH *Finishing* MACHINERY

A COMPLETE LINE OF FINISHING MACHINERY FOR THE TEXTILE INDUSTRY

Exhibits At Knitting Arts Exhibition

(Continued from Page 24)

and George C. Kautz, from the general offices in Chicago; T. W. Prosser, of Kankakee, Ill., in charge of developments and production; also the following representatives: J. J. Biselx, O. A. Siegel, of Philadelphia; T. K. Long, of Wernersville, Pa.; W. H. Albertson, of High Point, N. C.; W. L. Coggins, of Chattanooga, Tenn., and Miss Anna Donnelly, of the New York office.

American Glanzstoff Corp., New York, expect to exhibit Circular Knit Cloth, made principally from high and soft lustre undesulphurized yarns; Tricot & Milanese Cloth, made from fine deniers, and full fashioned ladies' hose.

All domestic yarns are made in their plant in Elizabethton, Tenn.

They will exhibit in Booths 392 and 393 and will be represented by Thos. Park, who is in charge of the Philadelphia office; Chas. F. Johnson, knitting technician, and various other members of the New York staff. B. C. Dunlop, vice-president, and A. L. Erlanger, sales manager, will visit the Exposition on different days.

Karle Lithographing Co., Rochester, N. Y., will have on display lithographed samples of window displays, counter displays, folders, booklets, box wrappers, box labels and end labels, together with other exceptional lithographed pieces manufactured for the knit goods industry. Their booth number is 29.

Representatives are to be Walter M. Sackett, vice-president; M. H. Caulfield, Philadelphia manager; Nathaniel Borquest, Chicago manager; Frank G. Karlsake, Chicago office, and Frederick W. Reed, Rochester office.

W. T. Lane & Bros., Poughkeepsie, N. Y., will exhibit a full line of canvas baskets, trucks and shipping hampers for textile mills.

The Willcox & Gibbs Sewing Machine Co. will exhibit in Booths Nos. 300 to 302, 313 to 315, the Flatlock machine for seaming knit, rayon and athletic underwear and similar garments, together with the Feldlock machine for lap seam felling on shirts, pajamas and underwear. The new Feldlock Dualfeed machine for lapped felled seams. Both two and three-needle models will be displayed. The lockstitch, overlock, intermittent ruffling, chainstitch label, Cornely and Uniart embroidery machines will also be exhibited. All machines mentioned will be mounted on Willcox & Gibbs double sectional and individual power tabling. G. M. Lewis, manager of the Troy office, will be in charge of the exhibit, assisted by A. E. Selby, manager of the Philadelphia office.

Louis Hirsch Textile Machines, Inc., New York, shall use Spaces 95, 96, 126 and 127, for reception purposes only, with Louis Hirsch and A. Friedmann in attendance.

Singer Sewing Machine Co., New York, will occupy Spaces 202 to 204 inclusive and 215 to 217 inclusive, and display high speed machines for the manufacture of rayon and knitwear garments.

Some of the machines will be mounted on the new Singer Universal pressed steel power tables and driven by the Singer electric transmitters.

They will also show the new 119W class high speed, two needle, hemstitch machine for ornamental work on rayon, glove silk etc., the 99-W-80, three thread, eyelet end buttonhole machine for knit goods; 147 Class for inserting elastic banding in one operation; 148 Class seam coverer; 149 Class for attaching front facings on knit and nainsook underwear; 105 Class for seaming

and trimming rayon and light or heavy sweater material; 81 Class for trimming, overedging and blind hemming, and the 24 Class for sewing on labels, and various machines used for clocking on hosiery.

Eastern Stelos Co., Philadelphia, Pa., and the Stelos Co., Inc., Washington, D. C., will exhibit jointly. Their exhibit will consist in the demonstration of the patented Stelos magnetic reknit system for repair of hosiery and knitted goods.

The following representatives are expected: A. C. Dickson, J. V. Watson, F. A. Losh, F. C. Stephens and Geo. J. Crosby.

Dixie Mercerizing Co., Chattanooga, Tenn., will show their complete line of yarns. S. L. Diggle, Charlotte; E. R. Kimball, Chattanooga; Fred Lemmond, Greensboro; George Ellis, George R. West, Jr., and others will attend.

George Bergmann, Philadelphia, will display steel textile equipment including knitters' tables, topping tables, open wardrobes, moisture boxes, needle cabinets.

Robert Reiner, Weehawken, N. J., Booths 56-65 and 101-111, will show Einsiedel-Reiner high speed full fashioned hosiery legger containing a number of recent improvements. Robert Reiner, Erich Gross and George Strauch will be present.

Joseph Amon, Rahway, N. J., will display emyal damp boxes, emulsion troughs, humidifying truck, cabinets, knitters' benches. Joseph and Alex Amon will attend.

Tubize Chatillon Corp., New York, will display at Booths 170-172, hosiery, underwear and knit fabrics made of Chardonize and Chacelon yarns. E. D. Bryan, E. H. Bogardus, J. S. Brohel, S. Brownson, H. N. Cappel, O. J. Carron, T. I. Dunn, J. R. Morton, W. B. Purse, W. C. Souter, S. J. Steinmetz and C. D. Swartout will be present.

Boger & Crawford, Philadelphia and Lincolnton, N. C., will show in Booth 277-278 mercerized yarns, featuring 160s and 180s 2-ply combed Sea Island mercerized gassed yarns.

Quaker City Chemical Co., Philadelphia, will display their full line of textile chemicals, including several new oils recently brought out.

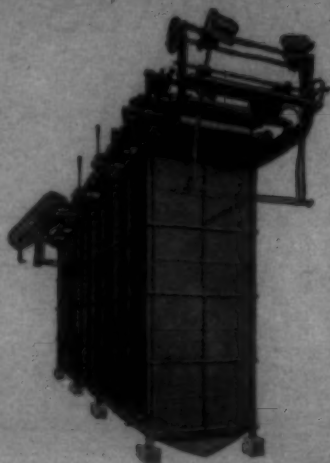
Finnell System, Inc., Elkhart, Ind., will show a complete line of electric scrubbing and polishing machines for floor scrubbing. F. F. Greetham, H. S. Jones, D. J. Wilson and R. Finnell will be present.

General Electric Co., Booths 248, 249, 266 and 267, will display a 220-volt, 3-phase, 60-cycle adjustable-speed motor completely equipped with control mechanism and indicating tachometer in operation. A 3-phase, enclosed, squirrel-cage, fan-cooled induction motor with a magnetic switch and accessory control will be shown wired for operation. The display will also include a 3-phase, 120-cycle rayon induction motor with necessary transformer and control apparatus, and a poly-phase model "A" loom induction motor with pinion and auxiliary control. Exhibits of various control devices and instruments applicable to the industry will also be included in the display. W. A. Gluessing will be in charge.

Atwood Machine Co., Stonington, Conn., will display the new Stonington winder which was recently developed by the company and which includes a number of new features of unusual interest.

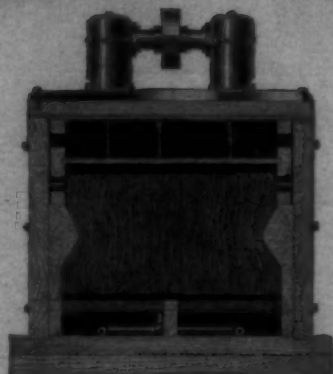
International Nickel Co., New York, will display in Booths 75-77, monel metal extractor baskets, reels for skein dyeing, portable mixers for dyestuffs, etc., seamless monel metal dyehouse utensils. E. A. Turner, C. J. Bianowicz, A. H. Galley and J. F. Smith will attend.

(Continued on Page 28)



Butterworth Continuous Kier (patented)—Drive side and entering and showing Foxwell Cuilders arranged for two open widths superimposed.

Butterworth Penetrating Type Dyeing Machine (patented) Sectional end view of machine loaded with yarn.



ALL DESIGNED BY
BUTTERWORTH
AND EVERY ONE
OF INTEREST TO
SOME BRANCH OF
THE TEXTILE
INDUSTRY

Butterworth will exhibit at
the Knitting Arts Show,
Commercial Museum, Phila-
delphia, May 12th to May
16th, inclusive.

REMEMBER this before you buy any kind of a Textile Finishing Machine—

That the engineering organization of H. W. Butterworth & Sons Company is constantly at work, improving existing machines or designing new machines which will produce better work, give more uniform results, and lower finishing costs.

Every one of the machines shown here will do all these things, and they have been announced to the textile industry by H. W. Butterworth & Sons Co. during the past four months. There are other announcements still to be made and Butterworth engineers will be glad to advise you relative to the purchase of any Textile Finishing Machines.

H. W. BUTTERWORTH & SONS CO.

Established 1820

PHILADELPHIA, PA.

PLANTS at PHILADELPHIA and BETHAYRES, PA.

New England Office:

TURKS HEAD BUILDING, Providence, R. I.

Southern Office:

JOHNSTON BUILDING, Charlotte, N. C.

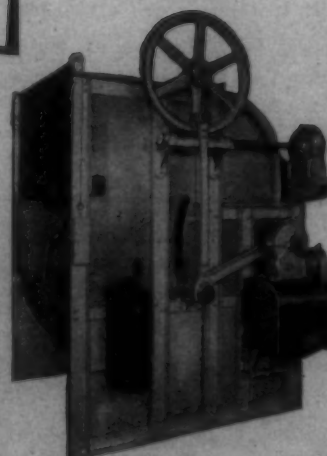
In Canada:

W. J. WESTAWAY CO., Hamilton, Ontario



Butterworth Hand Hoist Type Rotary Hosiery Dyeing Machine.

New Butterworth Machine for Silk, Rayon and Mercerized Goods.



STEADY AS A GYRO-COMPASS

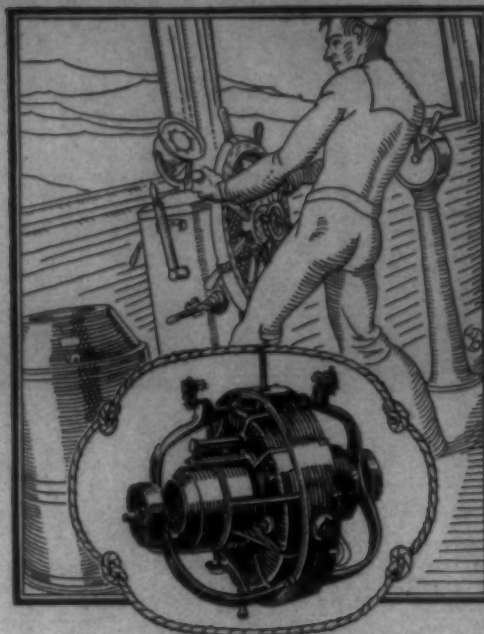
Your Business Paper
Marks a True Course



HIGH up in the wheelhouse of a ship there spins a gyroscopic compass, pointing ever at True North. With automatic precision it warns the navigator of the slightest deviation from his course. By its aid he steers his ship unerringly across the waste of waters to its destined port.

Just so the printing press, revolving steadily in its great frame, is symbolic of the guiding function of the business paper in keeping business headed straight. Is industry threatened by stormy times? The business paper points the way across an area of uncertainty to the smooth waters of stability. Does an industry veer from its course to follow misleading lights? The business press sounds a warning. Is the ship of business blown off its track by a sudden shift in public demand, or swerved aside by an unexpected change in production or sales technique? The business press points out the course to safety and prosperity.

It is this function of the industrial and merchandising press, no less than its service



as a source of news and data, which makes it a power to be reckoned with in business affairs. For the modern business paper is an essential factor in every progressive industry. By its competence in the gathering and presentation of information, it has made itself indispensable. For its independence in the editorial inter-

pretation of that information it has become respected. It is a strong organization, efficiently staffed and capably administered. It commands a sound, paid, audited circulation. Its news and editorial pages are unbiased and unbuyable.

And for these reasons its advertising pages are bought by businesses with a story to tell to its readers.



THIS SYMBOL identifies an ABP paper . . . It stands for honest, known, paid circulation; straightforward business methods and editorial standards that insure reader interest . . . These are the factors that make a valuable advertising medium.

THE ASSOCIATED BUSINESS PAPERS, INC.
FIFTY-TWO VANDERBILT AVENUE · NEW YORK CITY

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This publication is a member of the Associated Business Papers, Inc. . . . a cooperative, non-profit organization of leading publications in the industrial, professional and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.

Geer President of American Association

THE election of officers and the adoption of a number of important resolutions were the most important matters before the concluding session of the American Cotton Manufacturers Association at Pinehurst, N. C., this week, the convention ending after the business meeting on Wednesday morning.

B. E. Geer, of Greenville, S. C., was elected president. He is president of the Judson Mills and one of the best known fine goods manufacturers in the country.

In addition to Mr. Geer, who succeeds A. M. Dixon as president, other officers were elected as follows:

Cacon J. Callaway, LaGrange, Ga., first vice-president and B. B. Gossett, of Charlotte, second vice-president. W. M. McLaurine, of Charlotte, was re-elected secretary and treasurer.



B. E. Geer

represent the length of staple for which they were intended, by reason of deterioration on account of being made up of poor characterized cotton;

"And whereas, it is an accepted fact that poor characterized cotton will not undergo varying conditions of humidity and temperature without a much greater deterioration than good characterized cotton;

"And whereas, the official staple standards are to represent length of staple only;

"Be it resolved that we hereby petition the division of cotton marketing that they now and in the future use only cotton of such character, for all official staple standards, that will most accurately represent the length of staple for which it is intended and for the longest time, under the varying conditions of temperature and humidity to which practically all official staple standards are subjected."

Resolution asking the Department of Agriculture to increase its efforts to correct the present situation and restore the quality of the cotton crop was also adopted. Courtesy resolutions and statements of respect for members of the body who had died during the last year were passed.

There were, during the closed session, reports from S. M. Beattie, of Greenville, S. C., chairman of the committee on cotton, a report on traffic by Captain Ellison A. Smyth, of Flat Rock, and Carl R. Cunningham, traffic manager, Atlanta, Ga., and Arkwright report by T. H. Webb, of Concord, and from Stuart W. Cramer, of

Charlotte, a talk on national legislation and national industrial conference board.

In his report on the National Industrial Conference board, Mr. Cramer called attention to the fact that the publication of Southern textile hourly and weekly wages has been discontinued by the board in its monthly statistical summaries. This, Mr. Cramer said, was due to the fact that Southern mills reporting on payroll data had become practically negligible. He added: "I am not at all critical of this situation, because until the Southern mills get proper credit for their wage equivalent in the way of village expenses, which practically results in free house rent and merely nominal electric light, water and sundry other items, Northern and Southern wage comparisons as ordinarily published will naturally be odious to Southern mills because of the inaccuracy and because of the unfair picture it presents."

Mr. Cramer advised that the National Association of Cotton Textile Manufacturers be invited to join in a project of determining, by a survey of the distance the average textile worker has to travel to and from his work, the time and cost in so doing both under the conditions of mill housing and individual housing.

In conclusion, he said: "Southern textile working conditions and wages are probably more misrepresented, both through ignorance and malice, than those of another industry in the United States. We can blame no one but ourselves, if we do not take steps to present some of these important facts to the public through impartial, competent and authoritative sources."

Following the election of officers, Past President A. M. Dixon was presented a medal for his services, an honor which is customary in the association.

The convention just closed was the third to be held in North Carolina. The first organizational meeting was held in Charlotte in 1897, the 14th session was in Charlotte in 1910. More than 500 members and guests attended the Pinehurst meeting.

The new board of governors is composed of J. H. Cheatham, Griffin, Ga.; A. K. Wingate, Gastonia; George H. Lanier, Lanett, Ala.; S. M. Beattie, Greenville, S. C., and F. J. Haywood, Concord.

W. B. Anderson, Macon, Ga., was elected member of the National Council of Cotton Manufacturers.

Sloan Speaks

More sound thinking and merchandising and greater respect for co-operative effort than heretofore should result from present conditions in the cotton textile industry, according to George A. Sloan, president of the Cotton-Textile Institute, who spoke at the annual dinner of the Association. Mr. Sloan said in part:

"The present unfavorable situation has subjected all industries to an extremely severe strain. Witness the insufficient business results in nearly all lines of industry—the pronounced falling off of earnings on the part of railroad companies, the telegraph companies, the copper companies, and countless others. Indeed the financial slump of last fall appears in retrospect as a mere symptom of a more underlying business depression."

"Our industry was in a particularly bad situation to stand a readjustment because it was only beginning to appreciate the need and necessity for co-operation."

"We were in a weakened condition due to a prolonged period of depression while others more fortunate had prospered. The inherent difficulties in our industry have been much greater than in most industries and

(Continued on Page 39)

Exhibits At Knitting Arts Exhibition

(Continued from Page 26)

Arrow Needle Co., will display at Booth 71 a wide variety of knitting needles, which George L. Heaton, Jr., in charge of the exhibit.

Prosperity Co., Syracuse, N. Y., in Booths 80-81, are to show pneumatically operated Prosperity presses for finishing knitted products.

W. H. Jordan, Jr., Mfg. Co., Philadelphia, will exhibit textile oils, soaps, disinfectants and insecticides. Canfield Jordan, president; Harold B. Dohner, treasurer and chemist; John A. Johnson, Southern representative, and Geo. C. Harkins, salesman.

Ainslie Knitting Machine Co., Brooklyn N. Y., Booth 35, will show knitting machinery for the outerwear trade. New features will include the first showing of the Ainslie high speed border, belt and collar machine, links and links machine. Leo Broadwin will be in charge.

J. A. Firshing, Utica, N. Y., will show a knit cloth slitting machine for cutting knit cloth into strips and rolling it into a pasteboard tube.

Hungerford & Terry, Clayton, N. J., Booth 90, will exhibit Inversand Up-Flow water softener in operation, the container being constructed of glass to allow the softening action to be seen. The company will also show Basex, a new water softening zeolite. Churchhill Hungerford, Jr., A. F. Alling and J. H. Dalrymple will be present.

Duplan Silk Co., New York, Booths 245-246 will utilize the space as a lounging room for visitors.

The Charles Cooper Co., Inc., Bennington, Vt., in Spaces Nos. 389, 390, 415 and 416, will exhibit their new Model 18-20 fine rib knitting machine for silk, rayon and fine cotton yarns. The Cooper spring needle multiple stripe bathing suit machine will also be exhibited, and both machines will be in operation. Samples of underwear and knitted fabrics will be displayed as made on the famous Cooper spring needle rib knitting machines from fine cotton yarns, fine rayon yarns, Sase yarns, and worsted yarns. This will be a very pleasing array of rib knitting fabrics and well worth the inspection of knitters in this branch of the knitting industry. An artistic display of spring beard and latch needles for both hosiery and underwear machines will also be exhibited by this company, which has been making needles since 1842.

The company will be represented by G. E. Scott, W. T. Barratt, John J. Hayes, Geo. H. Rogers, H. S. Moses and G. W. Morton.

Aberfoyle Mfg. Co., Philadelphia, will occupy Booths Nos. 242, 243, 244, and 271, 272 and 273. The products which they will display are mercerized yarn and Aberfoyle Durene, which is a quality mercerized yarn.

Clifton Yarn Mills, Clifton Heights, Pa., will show dyed rayon and fancy knitting yarns of every description.

In attendance will be Miss C. M. Rudolph, Charles W. Carvin and Chris Mitchell. Booth numbers are 142 and 143.

Wildman Mfg. Co., Norristown, Pa., will exhibit knitting machines in operation for the manufacture of rayon underwear, bathing suits, hosiery and hosiery tops.

Members of the organization will be in attendance.

Oberly & Newell, Lithographers and Printers, will show samples of lithographed hosiery box wraps, knitted goods wraps, and also rider tickets, bands, transfers and display cards.

T. M. Graham, A. E. Dion, E. K. Whitmore, Chas. F.

Mayes, J. P. Cassidy, J. Friedman, J. B. Hollister, M. Ellis, 3rd, J. O. Newell and J. L. Roeschler will be present.

H. Brinton Co., Philadelphia, are to show six or seven machines of both the rib and scarf type. The majority of these will be of the trick wheel type. Machines shown will be suitable for manufacturers of hosiery, both plain and fancy, sweaters, bathing suits and ladies' light weight sport suits.

Wm. H. Allerton will be in charge of the exhibit, and will be assisted by Seth Bittle and J. R. Forrest. Russell L. Brinton, president, and Harry S. Horrocks, secretary and treasurer, will also be on hand to welcome the friends and visitors.

Standard-Trump Bros. Machine Co., Wilmington, Del., in Spaces 199, 200, 201, 218, 219 and 220, will exhibit a circular knitting machine for the manufacture of men's fancy half hose, infants' and misses' seven-eighths length fancy hose and boys' and men's fancy golf hose.

The men's half hose machines are the well-known Standard "H" machines with various combinations of attachments affording fancy half hose patterns by means of needle reverse plating, floating thread and wrap panel figures with single or two feeds.

For infants' and misses' seven-eighths fancies the Model "H" in varying diameters will be shown equipped with the above combination attachments and, in addition, with six finger horizontal striping attachment for multiple color effects.

Besides the Standard "H" machines with various combinations of attachments, the Standard-Trump Bros. Machine Co. will exhibit the Komet machine, manufactured by the Bentley Engineering Co., Leicester, Eng., showing both half hose and men's golf hose models.

The Grosser Knitting Machine Co., New York, occupying Spaces Nos. 298, 299, 316, 317, will have on exhibition a new type of automatic power machine for making shaped elastic webbing as required for the corset and surgical trade. The exhibit will further include a new type of winder for very fine textile fibres, and a comprehensive display of Koehler loopers and hosiery seamers. Products of the Hilscher "Duo-Type" hosiery machine, exclusively sold and serviced by the Grosser Knitting Machine Co., will also be on display.

Textile Service, Philadelphia, will exhibit, in Booths Nos. 178 and 179, a complete line of steam and electrically heated hosiery metal drying form equipment. They will also demonstrate the Presto box and label printing machines and will have on exhibit the American adjustable light fixtures, which are especially designed for the hosiery trade. J. O. V. Steffen will be in charge.

Signode Steel Strapping Co., Philadelphia, will display at Booth 89 their line of shipping room reinforcement supplies. The Signode system of steel strapping for cases, bales and cartons will be demonstrated, featuring their new one-piece tool for strapping cartons. Under the ruling of the freight classification for overloading of cartons we will show how with the use of steel bands cartons can be shipped under that ruling.

The exhibition will be in charge of R. T. Lichtenstein, Philadelphia manager, and possibly representatives from their main office in Chicago and other branch offices.

W. F. Fancourt & Co., Inc., at Booth No. 11, will display a line of textile soaps, softeners, sulphonated castor oil, soluble oil, olive oils and various other specialties for the textile industry.

W. F. Fancourt, E. H. Morningstar and Charles T. Harvey will be in attendance during the entire week.

Kayser Hosiery Motor-Mend Corp., New York, at Booth No. 308, will exhibit the Vanitas electric hosiery repair machine used for reknitting runs in hosiery.

David Lupton's Sons Co., Philadelphia, will display a line of steel equipment for hosiery mills. The complete line comprises fifteen articles, as follows: Seaming machines tables, looping machine tables, trimming machine tables, bar topping tables, examining tables, knitters' benches, steel work boxes, steel work tables, steel shelving, special steel units, hosiery trucks, drying racks, humidor cabinets, matching and pairing tables, boxing and wrapping tables.

Weinerth Knitting & Machine Co., Reading, Pa., will show Weinerth inspection or examining form for ladies' seamless and full fashioned hose, also men's seamless and full fashioned and misses'. Form examines and turns the stocking in one operation.

Weinerth thread cutter and turning machine in eleven different models for all types of hosiery including the filatest model recommended for the wrap around clox hose.

The Crawford Mfg. Co., New Brunswick, N. J., intend to exhibit at their booths, Nos. 350 and 351, several types of Cradford stop motions constructed of steel and aluminum. They will also exhibit a new design of electric stop motion for circular hosiery knitters.

The exhibit will be in charge of Frank Crawford, Jr., Frank Crawford, Sr., and Alfred Crawford will be in attendance.

The Durene Association of America will occupy, with an extensive display, Booth 87. Representatives of the Association to be present will include E. L. Starr, director-treasurer; Miss Kathryn I. Day, fashion counsel; Miss Emma Lou Fetta, publicity manager; and Miss Grace Walton, educational speaker.

Products to be exhibited in the Durene booth will include Durene yarns, woven and knitted fabrics such as hosiery and underwear, upholstery, velveteen, elastic webbing, embroidered batiste, embroidered shantung, embroidered marquisette, and embroidered linen. Sheetings will be shown and included also will be a variety of men's wear, shirtings and knitted outer apparel.

Kaumagraph Co., New York, will exhibit in Booths 112, 113, 160 and 161 samples of their lithograph packing for the hosiery and underwear trade, seals for hosiery and other articles. They will also exhibit transfers for identification and trade marking textiles. They will exhibit especially the new two-color transfer, also the soluble transfer which has been found to be very practical by some mills.

Present will be Messrs. Blevins, Griffith, J. L. and R. E. Reeves, G. M. Porkes, vice-president, and Keech.

The J. B. Ford Co., Wyandotte, Mich., distributors of the Wyandotte Textile Alkalies, will feature a display of Wyandotte processed rayons. F. S. Klebart, of Wyandotte, and J. W. Turner and H. E. Moyer, of Philadelphia, will welcome visitors to Booth No. 286 and will give detailed information regarding the use of "Wyandotte" in the processing of silks, cottons, wools, rayons and hosiery.

The Foster Machine Co., in their space, 197-222, will show the Model 75 precise winding machine, winding silk and rayon on the Foster knitting cone.

These machines will be equipped for every kind of cone winding that would be of interest to knitters of silk and cellulose fibers.

The Model 75 cone and tube winder equipped for winding cotton thread yarns will also be shown.

(Continued on Page 32)

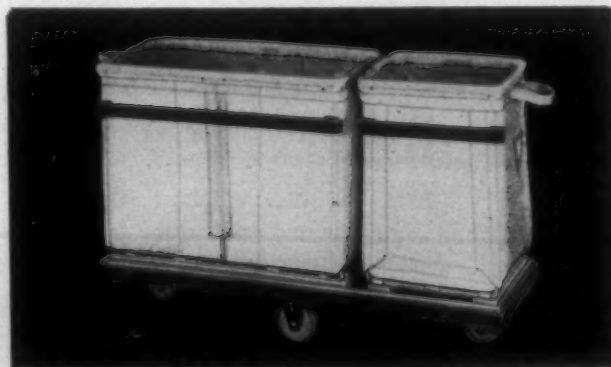
They'er built to take a beating

Knocks and jolts and bumps . . . strain . . . heavy loads and rough handling . . . the textile industry makes it mighty hard for baskets and hampers. Sturdy construction and the best materials are absolutely necessary in the product that hopes to stand the punishment.

That's why we're careful to use the best materials in Rockweave canvas products, and to make sure that the workmanship lives up to the materials. Frames of highly tempered spring steel . . . casters that roll smoothly and easily . . . eyelets, handles, shoes heavily reinforced . . . trucks of selected oak and maple . . . all covers of our own Triumph Duck, made here in our own mill . . . with these materials a part of every basket, truck and hamper, you can't go wrong.

You might expect to pay more for them. But you won't. In spite of the way Rockweave products are built, they're priced right in line with the market. . . . If you require standard sizes, or special sizes, we can supply them on short notice. And if you'd like more information about the complete Rockweave line, we'll be glad to send you a free catalogue. Write to

ROCKWEAVE MILLS
Canvas Products Division
Division Callaway Mills
LaGrange, Georgia



PERSONAL NEWS

Gaston Gage has become overseer spinning at the Aragon plant of the Aragon-Baldwin Mills, Chester, S. C.

C. E. Kennett has been promoted from night to day overseer weaving at the Baldwin plant of the Aragon-Baldwin Mills, Chester, S. C.

W. S. Strickland has resigned as second hand in spinning at the Buck Creek Mills, Siluria, Ala., to accept a position with the Dixie Spinning Mills, Chatanooga.

Warren H. Pearman, formerly overseer twisting at the Aldora Mills, Barnesville, Ga., is now with the Goodyear Clearwater Mills No. 3, Atco, Ga.

John W. Arrington, president of the Union Bleachery, Greenville, who was ill for some months, has improved rapidly in recent weeks and is now able to be out part of each day.

Robert G. Barr, who is widely known in the Southern textile territory, has recently organized the Robert G. Barr Company, at Greenville and will manufacture and distribute textile chemicals.

J. A. Fairbrother, Southern representative of the Atwood Machine Company, of Stonington, Conn., has opened an office in Charlotte. The company manufactures winding and spooling machinery.

A. A. Hurley has resigned as overseer weaving at the Baldwin plant of the Aragon-Baldwin Mills, Chester, S. C., and accepted a similar position at the Social Circle Mills, Social Circle, Ga.

B. C. Barton has resigned his position at Humboldt, Tenn., to accept a position with the Lincoln Mills, Huntsville, Ala.

C. H. Cole, superintendent of the Opp and Micoles Mills, Opp, Ala., has returned to work after several weeks' illness.

J. J. Chamberlain, sales representative of the Viscose Company, with headquarters in Charlotte, was badly injured in an automobile wreck this week. He swerved from the highway in order to avoid striking a school bus.

H. D. Barrett has resigned as overseer spinning at the Baldwin plant of the Aragon-Baldwin Mills, Chester, S. C., and accepted a similar position at the Social Circle Cotton Mills, Social Circle, Ga.

Gordon R. Hope, of the American Bemberg Corporation, has recently been given charge of the Southern territory and is making headquarters at Greensboro. He has been with the merchandising department of the company for some time.

The party of Dutch capitalists who are visiting America, are inspecting the cotton mills in several Southern centers this week. The visitors inspected the Cone group of mills in Greensboro on Tuesday and then went to Riverside and Dan River Mills at Danville. From Danville they turn South to visit Charlotte, Greenville and other Carolinas points. Members of the party in addition to U. Reme, of New York City, were H. E. Jannink, G. E. Van Heek, H. T. Koning, H. Willink, G. Jannink, J. Scholtan, E. Gorter, S. Menko, B. Ter Kuille, F. Ter Kuille, T. Ankersmith, F. Scholte, H. Ten Bate, J. Jorkan.



GULF LUBRICANTS are used extensively throughout the Textile Trade—

Their high quality, their efficient lubricating values, their uniform dependability recommends them to all plant owners seeking to operate economically and profitably.

GULF LUBRICATING ENGINEERS have made exhaustive research on industrial lubrication and stand ready to extend efforts in the interest of plant owners having individual lubricating problems.

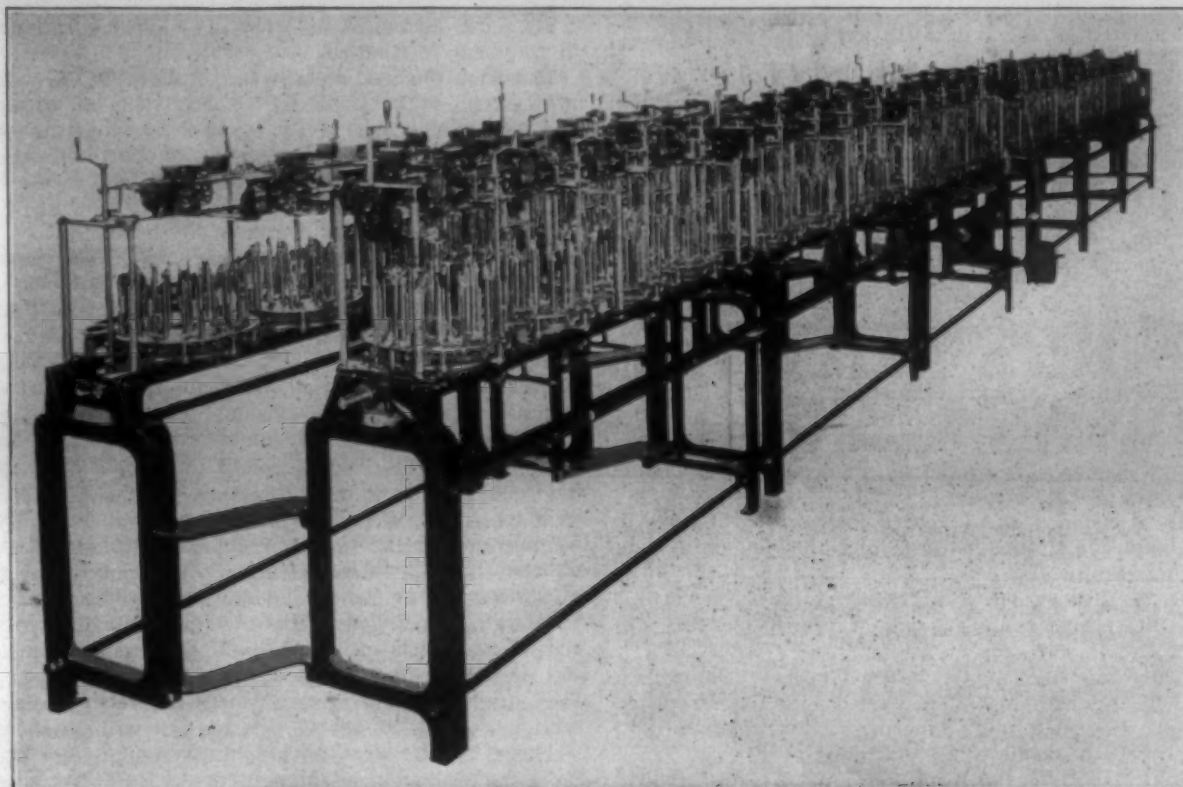
A letter or phone call will bring instant response.

GULF REFINING COMPANY

General Sales Office: Pittsburgh, Pa.

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Boston, New York, Philadelphia, Atlanta, New Orleans, Houston, Louisville



An Installation of Rhode Island Multiple Head Group Drive Braiders

CONVENIENT

The Rhode Island Multiple Head Braiders are built high enough so that the operator does not have to stoop when working on them and can consequently take care of more machines and do better work.

In addition to this, there is a large clear space below the bottom plate through which the threads from the under bobbin can be easily run into the machine.

Each Multiple Head Braider has only one set of change gears and these gears are located on the end of the machine and change the speed of the take-up for every head on the braider. This is a great convenience as it reduces the number of change gears required and saves a great deal of time when different kinds of braid have to be made.

Convenience is another commonsense feature that helps Rhode Island Multiple Head Braiders to reduce braiding costs.

PRODUCTS of Rhode Island Braiders

Tape
Binding
Flat Elastic
Braid
Rickrack Braid
Lingerie Braid
Candle Wicking
Rug Braids
Square Packing
Spindle Banding
Jacquard Lacing
Fish Lines
Clothes Lines
Shoe Laces
Wicking
Sash Cord
Round Packing
Hose Covering
Wire Covering
Round Elastic
Braids

FIDELITY MACHINE COMPANY

3908-18 Frankford Avenue

Philadelphia, Pa., U. S. A.

RHODE ISLAND BRAIDERS KNOWN TO THE TRADE SINCE 1865

Exhibits At Knitting Arts Exhibition

(Continued from Page 29)

T. E. Connor, D. W. Bridgman, and R. W. Ensign will be in attendance.

Smith, Drum & Co., Philadelphia, will exhibit the following: 1 200 lb. rotary dyeing machine; 1 100 lb. rotary dyeing machine; 1 50 lb. rotary dyeing machine; 1 25 lb. rotary dyeing machine; 1 10-15 lb. rotary dyeing machine; 1 100 lb. plain paddle machine; 1 stocking inspection device; 1 thread cutter; 1 thread cutter grinder.

The Hellwig Silk Dyeing Co., Philadelphia, will exhibit a complete line of hosiery dyeing, both pure dye and weighted, for ingrain knitting. Also resisted colors for picot edges, looping and other decorative purposes.

Samples of silk for the necktie line will be shown, also a display of weighted satin and flat crepe, another product of this company.

In attendance at the booth (No. 125) will be Wm. Gutekunst, Ralph Gutekunst, Herbert C. Gutekunst, and George Smith.

H. W. Butterworth & Sons Co., manufacturers of textile finishing machinery, will occupy Spaces 283, 284, 285, 330, 331 and 332.

They will show their 100 lbs. 4-pocket machine, the 100 lb. 2-pocket machine, divided into four compartments, the penetrating type dyeing machine, and several sizes of paddle wheel machines.

Representatives will include: A. W. Butterworth, president; H. W. Butterworth, Sr., chairman of the board; J. Ebert Butterworth, H. W. Butterworth, Jr., DeHaven Butterworth, W. E. H. Bell and Wm. Yates.

Union Special Machine Co., Chicago, will show sewing machines for manufacturing purposes and electric cutters. These will be shown at Booths Nos. 290, 291 and 324.

The following are some of the Union Special men who will be in attendance: T. S. Whitsel, C. S. Thompson, A. S. Reviere, A. E. Brauch, Geo. Rundle, P. J. Steeper, E. E. Gratsch, W. A. Feigel, W. E. LeRoy and G. C. Cooper.

Textile Machine Works, Reading, Pa., will display one of their latest type 24-section 45-gauge Reading leggers in operation, including all of the attachments such as reinforced selvage and shadow clock attachment, lock stitch attachment and lace clock attachment.

N. E. Richards will be in charge of the exhibit, and R. N. Apprich, C. D. H. Prussing, G. Staude, Henry Printz, R. W. Weaver and Max Mueller will be present.

American Safety Table Co., Inc., Reading, Pa., will show seaming and looping tables, both in group and individual motor drive.

The Rose Patch and Label Co., Grand Rapids, Mich., will exhibit their cloth reinforcement patches and cloth engraved labels. They will also exhibit engraved letterheads which they are now manufacturing by a new method.

The National Marking Machine Co., who will exhibit jointly with them, will show the Rose Patch and Label Sewing machine and also a marking machine.

The National Marking Machine Co., Cincinnati, O., are to show Rose label and patch sewing machines for automatically sewing machine-cut and folded engraved or woven trade mark labels, and machine-cut and folded patches; they are exhibiting also the 4-8 National power marking machine for placing serial, lot and size numbers with indelible ink on finished articles such as underwear and shirts.

They will be represented by R. E. Lashley, manager of the New York office.

The Shoe Form Company, Inc., Auburn, N. Y., manufacturers of Fairy forms for displaying shoes and hosiery, will exhibit at Booth 32 a complete line of Fairy Forms for displaying men's, women and children's hosiery. These will include several new forms which have just recently been developed.

The exhibit will be in charge of W. J. DeWitt, president; F. P. Mulderig, sales manager; P. A. Ross, assistant sales and advertising manager, and E. B. Cooksey, Eastern representative.

Scott & Williams, Inc., New York, will exhibit in Spaces Nos. 260, 261, 262, 303, 304 and 305, a complete line of circular knitting machines for the manufacture of ladies' hose, men's and infants' half hose and misses' seven-eighths length hose; and also circular machines for underwear fabrics.

The hosiery machines will include the new gusset toe machines in the K and B spiral models and also gusset toe machines in the regular K type. The toe machines will be particularly interesting, as they embody mechanism for making the new seamless gusset toe and will be shown on plain machines and in combination with the 25 step spiral mechanism which permits the making of practically unlimited fancy patterns including, for ladies' hose, lace clox, net laces and fancy heels of all kinds. This gusset toe mechanism will be shown publicly for the first time applied to half-hose machines, affording in addition to the practically unlimited range of fancy patterns possible on the spiral type machine.

In addition to the gusset toe machines there will also be on exhibit HH, K and B machines for producing fancy half-hose and seven-eighths length patterns.

The Reece Button Hole Machine Co., Boston, Mass., will show button hole machines in operation. They are featuring the adjustable fly machine which makes all size button holes from 1/2-inch to 1 1/4-inch.

Veeder-Root, Inc., Hartford, Conn., will have one table devoted to a full fashioned hosiery machine counter exclusively, and three other tables showing their complete line of counters, including textile instruments.

Field Sales Manager A. E. Kallinich will be in direct charge, assisted by W. A. Larson, Philadelphia representative, as well as officials from the Hartford office.

The Russell Mfg. Co., Middletown, Conn., will exhibit elastic webbing suitable for shorts, pajamas, lumberjacks, and women's garments.

Their booth number is 168, and they will be represented by R. W. Samson, P. L. Howard and R. C. Fagan.

Page-Madden Co., Inc., Brooklyn, N. Y., will be at Booth No. 66, and will show standard type porcelain parts that are used in the knitting line or those that are affiliated with it, including a few recent items, and will be in charge of Mr. Coyle, Mr. Page and Mr. Madden.

Markem Machine Co., Keene, N. H., shall display several box and label printing equipments in actual operation. One new model will be of particular interest to those having need of a Cone sticker printing machines.

F. A. Putnam, general manager; C. A. Putnam, president, and Carl Putnam, sales representative, will attend.

Hemphill Co., Pawtucket, R. I., makers of Banner hosiery machines, will exhibit the following:

4 full automatic wrap stripe machines with 2 color attachment—1 3 1/2" 240 needle, set up on half hose with high splice and double sole; 1 3 1/2" 260 needle set up on ladies' clocks with high splice and double sole; 1 3 1/2"

set up on wool half hose; 1 3" 200 needle set up on misses' anklets; 2 automatic rib machines (rib to the toe)—1 3 3/4" 140 x 140 needle set up on half hose 1 x 4 ribbee leg, 1 x 1 cuff; 1 3 3/4" 120 x 120 needle set up on boys' golf hose 1 x 5 ribbed leg, with horizontal striper in cuff only; 2 12 step with horizontal striping attachment—1 3 1/2" 220 needle with clocking attachment set up on half hose with high splice and double sole; 1 3 1/2" 220 needle with clocking attachment set up on half hose with high splice and double sole; 1 3 1/2" 140 needle with running on attachment set up for golf hose; 1 3 1/2" 320 needle Nib Jack machine with running on attachment set up for ladies' French heel silk hose; 1 split foot machine 3 1/2" 260 needle with narrow extra high spliced heel attachment and triple toe, set up on half hose; 1 Jacquard machine 1/2" 140 needle with horizontal striping attachment and running on attachment set up on boys' golf hose.

American Bemberg Corp., New York, will show new developments in chiffon weight hosiery made of Bemberg, non-run underwear fabrics and a new two bar tricot knit fabric. The booth numbers are 250 and 251.

Yarns of various sizes will be displayed together with fabrics illustrating the adaptability of the different denier yarns in knitting.

A number of manufacturers are co-operating in style shows to be staged by American Bemberg Corp., three times daily at 11 a. m., 2:30 and 8 p. m., under the direction of Mrs. Louise Huston, director Educational Service Bureau. Hosiery, underwear, bathing suits and dresses for women and children will be displayed in a variety of new fabrics.

In charge of the booth will be Joseph H. Shinn, of the sales department, and Mrs. Huston.

Celanese Corp. of America, New York, will have a space comprising six booths, Nos. 342, 343, 344, 368, 369 and 370. They will display Celanese yarns and fabrics and garments and articles made from them, both knitted and woven, such as hosiery, underwear, bathing suits, knit wear, dresses and fabrics.

In attendance at the booth will be: Harry Price, from New York; Todd B. Meisenheimer, from Charlotte, N. C.; A. M. Burt, from Philadelphia; F. W. Frank, from Chicago; B. Guild, from Boston, and other representatives of the corporation.

Fidelity Machine Co., Philadelphia, will display in Spaces Nos. 112, 113, 114, 149, 150 and 151, a complete line of Fidelity Universal Ribbers and Fidelity Multi-design True Rib machines.

The 4-inch two-feed multi-design true rib machine, 220 needles and 240 needles, will prove of particular interest to progressive manufacturers of half hose. This machine produces the popular fancy true rib half hose top. In addition, they will also display a new development in the multi-design machine that opens up a whole new field of possibilities in knitting.

A standard multiple head Rhode Island braiding machine will be in operation, together with the new model Thomas multiple die creasing machine for producing sweater pockets.

A full line of knitting appliances for saving labor and reducing waste will also be on display.

American Enka Corp., New York, will show American Enka yarn in skeins and wound on cones, bleached and unbleached, tinted and dyed. Fabrics woven of Enka yarn in considerable variety will be shown varying from mixtures with cotton and silk to sheer voiles and pile fabrics. Samples of yarn knitted into half hose,

hosiery and underwear will be exhibited in addition to made up articles such as bedspreads.

The important special feature of the exhibit will be American Enka yarn wound on cones and specially processed in a moisture proof package to insure maintaining and stabilizing the moisture and oil content. The package itself is an exceedingly attractive put up and ingeniously contrived. Laboratory tests show the yarn thus put up will remain in exactly the same condition as when processed at the mill for a long time. This provides for better knitting conditions and assures an evenness in the use of Enka yarn at all times and under all conditions. The package has been so perfected that it is not only moisture proof but also water proof and air proof.

Fletcher Works, Philadelphia, in Booths 120 and 121, will exhibit a 40-inch "Whirlwind" motor driven extractor, with tinned copper basket, with "glass smooth" finish especially for chiffon hosiery.

The company will also show their "Duplex" machine, the doubler-twister of the most modern design. The "Duplex" will be in operation, combining and twisting silk for hosiery tram.

Those in attendance at the booth will include R. J. Bartholomew, C. Wm. Schaum, W. H. Rometsch, Jr., and C. W. Moore.

The Merrow Machine Co., Hartford, Conn., will have their display in Booth Nos. 339 and 373. Their exhibit, under the direct supervision of the Merrow Sales Corp., of Philadelphia, will include several models of Merrow machines widely accepted as standard by knit goods manufacturers for seaming, hemming and overedging work, as well as machines designed to meet requirements of a special or unusual nature. Members of the organization will be on hand at all times to demonstrate machines and talk over individual problems.

Scholler Brothers, Inc., Philadelphia, in Booths No. 128 and 129 will show various products including "Brocco Dri-Sopes" sulphonated castor oils, finishing oils, compounds, etc. Sample of fabrics treated with the various products will also be shown.

Geo. Pickering, J. F. Noble, L. M. Boyd, A. J. Ganster, G. S. Powell, Richard Moxon and F. C. Scholler will be in attendance.

The Philadelphia Drying Machinery Co., Philadelphia, Pa., at Booths Nos. 194, 195, 224 and 225, will exhibit electric and steam heated hosiery drying forms; a combination dryer for skein yarns, Franklin packages and cones; and large illustrations showing modern finishing plants using "Hurricane" automatic dryers for hosiery and underwear. Other illustrations will show "Hurricane" machinery for drying and finishing silk, rayon, cotton and woolen piece goods; the "Hurricane" automatic loop dryer being used for this work.

In order to demonstrate the finish imparted by the "Hurricane" electric hosiery drying forms, these forms will be shown in operation, boarding sheer silk hosiery. Likewise, a combination dryer for skein yarn, Franklin packages and cones will also be shown in operation. This new machine makes a single unit available for drying yarn in several forms.

In attendance will be Thomas Allsop, president; Walter W. Sibson, secretary and treasurer; Harold O. Kaufmann, Christian H. Reumann, Earl R. Bargelt and Karl E. Engstrom.

Giles Dyeing Machinery Company, in Booth No. 57, will exhibit a small size rotary type machine which is adapted to the dyeing of all counts of rayon and particularly to the finer counts.

(Continued on Page 44)

SOUTHERN TEXTILE BULLETIN

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The Pinehurst Meeting

The meeting of the American Cotton Manufacturers' Association at Pinehurst, N. C., this week, showed the largest attendance of cotton manufacturers in recent years and, in spite of the attractions of wonderful golf courses, the session have never been so well attended.

It had been twenty years since a meeting of this association had been held in North Carolina and during that time we had, again and again, urged that meetings be held in this section in order to give the mill men, who could not afford expensive trips, a chance to attend.

Always there has been the argument that the meetings must go to Richmond in order for the mill men to become better acquainted with bankers or to Atlantic City for the purpose of forming contacts with selling agents, but if the mill men have ever gained anything through contacts with either the bankers or the selling agents, at such meetings, we are in ignorance of the fact.

The annual meetings of the American Cotton Manufacturers' Association are primarily designed to bring cotton manufacturers together and greatest benefits will be derived through such contacts.

The Pinehurst meeting showed the advantage of holding meetings in proximity to the mills and the largest attendance at the sessions afforded an opportunity for much educational work.

The Tuesday morning session was featured by the annual address of the president and two unusual addresses.

President Dixon contented himself with reading a review of the year and touched very cautiously upon disputed questions. Although a real orator, Mr. Dixon did not deem it a proper place to display his ability and confined his comments, almost entirely, to the progress of the industry during the past year.

The address of Fred W. Shibley, vice-president of Bankers Trust Company of New York, was entitled, "Cotton Commonsense," but could more properly have been designated "A Banker's Warning" and we strongly urge that it be carefully read and considered.

Mr. Shibley very diplomatically and politely but nevertheless emphatically told the cotton manufacturers that unless they co-operated in bringing about better conditions they would be doomed and he made it plain that while there was yet time, the day would come when the situation would be beyond help.

He cited the fact that, while consolidations action until as he expressed it, "they fell through the floor" and were beyond the point of redemption except through complete reorganization.

Hecited the fact that, while consolidations would ultimately show the way to prosperity, that consolidations can only be made upon the basis of recorded earning over a period of time and that there are few such records now.

Co-operation in relieving the industry of surplus goods, thereby producing a period of substantial profits was said to be the first step towards ultimate success through consolidations.

Many of the somewhat mildly used but interesting illustrations used by the speaker had behind them a warning that similar events might occur within the industry.

Carl Williams, member of the Federal Farm Board, was heard with unusual interest.

He told the story of the aid given to cotton and of the "16 cent loans" and when he had concluded most of those in the room realized the extent to which cotton speculators had misrepresented the action of the Federal Farm Board.

Mr. Williams, in a very clear and forceful style, laid the facts before the cotton manufacturers and most of the audience was with him when he concluded.

The Tuesday afternoon session was devoted to "Promoting Sales and New Outlets for Cotton Textiles."

With Cason J. Callaway as chairman, a very interesting discussion resulted.

The speaker at the banquet Friday night was a humorist and for about the first time in its recent history the banquet of the American Cotton Manufacturers' Association was enjoyed.

In the past it had been the custom to inflict upon the ladies and men attending the banquet a heavy speaker upon a heavy subject, and several hours of torture resulted.

We again compliment Secretary W. M. McLaurine upon the program arranged for the Pinehurst meeting, chiefly because it was such a striking contrast to most of those of the past

Unfair Criticism

The meeting of the National Association of Cotton Manufacturers in Boston last week was enlivened by oratorical fireworks from a number of speakers. Several of them, we think, in their zeal for "plain talk" overstepped themselves.

In the first place the sharp criticism hurled at the Cotton-Textile Institute on the ground that it was compromising with the situation was unjustified. It is not fair to state that the Institute, in sponsoring the adoption of the 55-50 hour week advocated that measure as a remedy for the present situation. The Institute and the mills who voluntarily adopted the shorter week, regard it as a basis for normal operation. The 55-50 plan as a standard set up to meet normal operations is certainly a step in the right direction, and a big step at that. It is news to us that the plan was regarded as a curtailment schedule to meet existing market conditions. Manufacturers of print cloths and sheetings, who approved the 55-50 week, are now operating their plants only half time. The latter program is purely a remedial step to meet a market emergency. There is no relationship between whatever curtailment is necessary from time to time and a general adoption of the 55-50 week when market balance is restored.

The Institute has consistently advised balanced production rather than an arbitrary schedule of working hours to fit conditions year in and year out.

Some of the New England mill men assert that all of the present troubles of the textile industry are due entirely to night work in Southern mills. Eliminate the night shift in the South, they say, profits will come back at once. We understand that many Northern mills are running night shifts of 12 hours, that this condition is especially true in Massachusetts. The fact that women and minors are prohibited from such night work does not mean that the mills cannot use adult males in night work. Such night work is, of course, a factor in overproduction.

We have for a long time, advocated the restriction of night work. We favor legislative action for the purpose. The whole question of night work is too involved to be settled at one stroke. Night work must be reduced and we are confident it will be, but total sudden and complete elimination of the night shift would mean a tremendous hardship upon the people who are now employed at night.

We know that many Southern manufacturers believe that if it were possible to immediately stop night work in the South, the New England

mills would go on a production spree that would offset reduced production in the South.

New England mill men should delay some of the criticism of Southern mill operations until they have their own house in order. There is no evidence to support the view that the South alone is guilty of overproduction.

General adoption of the 50-hour week at night is, we believe, the entering wedge for further re-struction in night work and we agree with many outstanding manufacturers who think that it is one of the most constructive steps the industry has ever taken. It was made possible through co-operation and it cannot be denied that the Institute is the agency through which this co-operative spirit has been developed.

Professors Now Openly Aiding Communism

In the *Daily Worker* of April 8, appears an article stating:

Dr. George S. Counts, associate director of the International Institute of Teachers College, Columbia University, will be the chief speaker at the first membership mass meeting of the New York branch of the Friends of the Soviet Union, to be held Friday night, at 8 o'clock at Irving Plaza, 15th street and Irving Place.

Dr. Counts has just returned from a 6,000 mile trip through the Soviet Union. He was a member of the technical staff of the American trade union delegation that visited the U. S. S. R. in 1927. At the meeting Friday night Dr. Counts will speak on "Educational and Social Planning in the Soviet Union."

Our American educators nowadays do not attempt to shield their activities whatsoever but openly join with the "reds" in promoting sovietism and communism in this country. It would certainly seem that this action of Dr. Counts of Columbia University, should be significant enough to open the eyes of those who refuse to recognize the penetration of communism into our educational institutions.

When the World is Bearish

At Pinehurst, N. C., during the meeting of the American Cotton Manufacturers' Association we met a man who is unusually well informed and who has been very successful in both the stock and cotton markets and we asked him what he thought of the cotton situation.

His reply was, "Don't get too bearish. The entire world is bearish on everything and when that situation prevails, any sudden change finds everyone unprepared and a rout of the bears often occurs. An entire reversal could easily occur at any time now."

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MILL NEWS ITEMS

York, S. C.—W. T. Nims, of Burlington, N. C., is interested in establishing a hosiery mill here.

West Point, Ga.—The Lanett Mills have completed installation of 9 units of Firth-Smith bunchless automatic cleaners to serve their new Universal high speed warpers.

Gastonia, N. C.—The Dixon Mills are now fully equipped with the Firth-Smith bunchless automatic cleaner, having completed this week this cleaning application over their speeders in the card room.

Asheboro, N. C.—Contract for the erection of the addition to the Bossong Hosiery Mills has been let to Burrow & Lamb. Lockwood Greene Engineers, Inc., are the engineers.

Atlanta, Ga.—An Atlanta branch of the Olympia Knitting Mills, Inc., of Olympia, Wash., manufacturers of the Wil Wite line of bathing suits, has been opened, according to an announcement made by Atlanta Chamber of Commerce, and is represented by A. I. Mallory, James Davis and John Davis.

High Point, N. C.—It has been announced here that the Thomas Mills, Inc., are manufacturing 24,000 pairs of men's hosiery daily. Included in these products are 35c, 50c and higher-priced half hose of 210 gauge. The officials of the company consider this fairly good business owing to the depression.

Marion, N. C.—Mabrey Hart, president of the Clinchfield Mills of this town and the Hart and Fountain Cotton Mills of Tarboro, N. C., for which Leslie, Evans & Co., New York, are selling agents, states that production in those mills will be curtailed six weeks between May 5 and July 17.

Anderson, S. C.—The Orr Mills and the Toxaway and the Williamson plants, the latter two of the Gossett chain, will next week begin a program of running one week and shutting down one week, according to notice of the management. The Anderson Cotton Mills will adopt a similar curtailment program, beginning the first week in June, according to Frank J. Clark, general manager.

Greenville, S. C.—The Piedmont Plush Mills of this city, manufacturers of velours and plushes, will in the future sell through their own selling organization. Clifton Corley of Greenville, vice-president of the company, will be in charge of the sales headquarters at Greenville. It was not announced who will be agent for the Southern States. William Robbins will continue to serve this company in the Middle West. His headquarters will be 719 South Los Angeles street, Los Angeles, Calif. He has been representative of the Piedmont Plush Mills for the past two years or more. In New York the line manufactured by this company, with the exception of those for men's wear trade, are being exhibited by Bryson & Smith at 1441 Broadway. This firm will represent this company in New York and in the New England territory.

Clinton, S. C.—The Clinton Cotton Mills are running full time this week, but will close down the entire next week. No further than a two weeks' announcement is made by the official management. The Lydia Cotton Mills of Clinton will not curtail during the months of May and June, but will begin curtailment July 1, according to official announcement.

Spartanburg, S. C.—Victor M. Montgomery, president and treasurer of the Pacolet Manufacturing Company and identified in executive capacity with other textile plants of this section, in addressing a meeting of operatives of the Pacolet Mills this week told his hearers that beginning immediately the plants would operate alternate weeks. This schedule will apply at Pacolet, at Whitney and at Gainesville, Ga.

New Members of Institute

The Cotton-Textile Institute announces the following additions to its membership: Echota Cotton Mills, of Calhoun, Ga.; Shelbyville Mills, Shelbyville, Tenn.; Lowe Manufacturing Company, of Huntsville, Ala.

Since its annual meeting in October, 64 mills, representing 2,403,695 spindles, have been added to the Institute's membership.

675,000 SPINDLES ON HALF TIME

Spartanburg, S. C. — Approximately 675,000 spindles employed in the manufacture of print cloth and narrow sheetings in the mills of Spartanburg County were idle this week as a result of a new schedule adopted under which the mills will suspend operations every other week. The inactive spindles represent two-thirds of the total in textile mills in Spartanburg County.

J. E. Lock & Sons Reorganized as Lock Spool and Bobbin Co., Inc.

The business of J. E. Lock & Sons, of Charlotte, manufacturers of spools and bobbins, has been reorganized under the name of Lock Spool & Bobbin Co., the new company having been incorporated with a capital stock of \$300,000. Refinancing of the company will enable it to more adequately care for its growing business.

The original company, J. E. Lock & Son, began business in Charlotte on November 28 and quickly established an excellent business in the manufacture and repair of spools, speeder bobbins, skewers, twister bobbins, wood cones, automatic loom and warp bobbins.

The new company will manufacture under the Lock patents, covering Dovetail base protector and driver for spools, twister bobbins, speeder and slubber bobbins. In addition to manufacturing spools and bobbins under these patents, the company has valuable contracts from other firms for use of the Lock patents on a royalty basis.

The business will continue under direct supervision of J. E. Lock, president of the new corporation, who is widely known as an expert in the manufacture of spools and bobbins. Jack Lock, his son, will also continue with the company. Directors of the company are C. R. Collins, vice-president of the McClaren Rubber Company, Charlotte; C. L. Bumgardner, superintendent of the Majestic and Climax Spinning Mills, Belmont, N. C., and H. D. Leslie, manager of the Charlotte Industrial Bureau.

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Report of Traffic Committee

By Ellison A. Smyth, Chairman, Traffic Committee,
American Cotton Manufacturers' Association

THE tendency of the Interstate Commission is to require rates established on a mileage basis, therefore, rates which have been previously established to meet certain conditions at given points are necessarily disturbed, with the result that the new rates may help some shippers, but invariably other shippers are adversely affected. Therefore, it is necessary that a large part of our time be given to the attendance on meetings involving rate revisions and in preparing testimony necessary for the protection of our interests.

As a result of one order of the Interstate Commerce Commission, Southern carriers were required to revise rates on 94 different commodities with a limited time within which to make the new rates effective. Numerous proposals have been filed by the carriers, many of which are not satisfactory to shippers and a large amount of work remains to be done on these items alone, and it is apparent that an extension of time beyond July 7th, which was originally assigned, will have to be allowed the carriers.

No changes have yet been made in rates on mill products to the North and East; however, the carriers continue to refer to the present adjustments as "temporary" and that they will require treatment after the Eastern Class Rate Case is finally adjusted by the Interstate Commerce Commission. These rates are highly competitive and were established many years ago to enable competition with New England mills.

Some shippers in Indiana filed a complaint recently, bringing into issue all of the rates on cotton goods from the South and many of the carriers undoubtedly looked upon this proceeding as an opportunity to increase Southern rates. We employed counsel and offered a vigorous defense at the hearing in Evansville, Ind., March 12th. Valuable assistance was rendered us by several of the Southern carriers, who testified as to the necessity for special commodity rates on mill products from the South.

Our rates to Chicago and other Northern points likewise remain unchanged and whereas considerable pressure from the North has been brought on Southern carriers to advance these rates on account of being lower than from New England, this situation should be relieved in a measure by certain concessions which

have been made in the rates from New England to the West, thereby bringing about more harmony in the rate levels.

An extension of time has been allowed the carriers within which to publish point to point rates on mill products to the Southwest, where combination on Mississippi River makes lower than third class, which would otherwise apply.

Rates on cotton from the Southwest are before the Interstate Commerce Commission; however, reductions to mill points in the Southeast and the Carolinas which range from 10 cents to 15 cents per hundred pounds have been recommended by the examiner. A final decision is to be made later.

Southern mills have received more or less benefit from revision in rates on many heavy commodities, such as starch, caustic soda, epsom salts, glauher salts, silicate of soda, chlorine gas, etc.; however, enormous increases are proposed through cancellation of less carload rates on chemicals, acids, dyestuffs and bleaching materials from the East. The Interstate Commerce Commission suspended the tariff at our request and a hearing will be held in Atlanta on May 23rd. Certain shippers in Chicago have asked for similar rates to the South and their interests are likewise to be considered at the Atlanta hearing.

A general investigation of salt rates has been ordered by the commission. This is an important commodity to some of the larger finishing plants.

An extension of 6 months in the life of expense bills on cotton shipments has been authorized, the present limit being 12 months. Many mills are interested in the reshipment of cotton and should benefit thereby.

A further postponement of one year has been allowed in revision of rates on cotton goods from points in Texas, Oklahoma and Arkansas to all destinations the original cause for complaint by the Interstate Commerce Commission being the operation of higher rates to intermediate territory than to the more distant points.

A satisfactory line of rates on dyed cotton between Southern points has been secured.

We have opposed an increase in less carload ratings on cotton duck, which was apparently proposed by a Western shipper in exchange for a lower carload rating which his interest required.

Sometime since we secured special rates on mixed cotton and rayon goods, unfinished, to Eastern points. We likewise subsequently succeeded in having these

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rates extended to apply on mixed goods in the finished state, and although they are much lower than class rates, they are more than 50 per cent higher than applies on goods made wholly of cotton. Southwestern lines have approved on the mixed goods, when the rayon content does not exceed 10 per cent, the same rates as apply on goods made wholly of cotton rates to the East are now receiving attention. We are hopeful that a uniform basis may be adopted on mixed goods from all origin territories.

The Interstate Commerce Commission has just sustained the continuance of eighth class ratings on old bagging, baling ties and baling tie buckles, whereas the carriers proposed to advance these items to sixth class.

The use of paper as a substitute for burlaps in the baling of cotton goods has been authorized by the Classification Committee. We are co-operating with the Cotton-Textile Institute in the effort to have a cotton covering approved for mill products, but so far the carriers have been unwilling to approve for this use, goods, weighing less than eight ounces per square yard.

Improved service by the Government Barge Line from Cairo, Ill., to the twin cities has made more attractive to shippers this differential route, which means a saving of 25 cents per hundred pounds in the freight rate.

Consideration is being given to the protection via the Cincinnati route of lower rates from certain origins to many points in Ohio and West Pennsylvania which rates are now limited in their application via the Virginia route. More favorable freight schedules will be available via Cincinnati.

Geer President of American Association

(Continued from Page 27)

they cannot be solved by a single remedy. The problem is broader and deeper and calls for sustained co-operation of a more fundamental character.

"It would be unreasonable to expect the Institute could have already produced results sufficient to offset the deeprooted and peculiar difficulties in our industry plus the fundamental problem now confronting industry in general. In some classes of cotton manufacture, particularly in wide sheetings and print cloths, co-operation had made great progress up to the time of the temporary interference due to the general financial depression. But we must not be discouraged. We must not overlook the fact that the very existence of the present unfavorable factors in encouraging a much greater degree of sound thinking and sound merchandising and a far greater sympathy for the principles of co-operation. This then is a time for stronger educational efforts than ever rather than a time for surrender to unfavorable conditions."

Style Show

The Style Show, held immediately after the banquet on Tuesday night was one of the most interesting features of the convention. A number of Parisian dresses, made of cotton and furnished through courtesy of the Cotton-Textile Institute were shown by a group of young ladies from the J. B. Ivey Co., in Charlotte. The beauty and style appeal of the costumes came in for a great deal of favorable comment.

U

S

"A Traveler For Every Fibre"

New Developments of Interest to the Textile Manufacturer

- 1—THE NEW BOWEN PATENTED BEVEL EDGE TRAVELER, which eliminates angular edges at point of contact of fibre. Retains flat bearing surface to the flange of the ring.
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- 4—THE BOWEN PATENTED RING SHIELDS, and THE BOWEN PATENTED VERTICAL OFF-SET TRAVELERS are also important factors in Textile Manufacturing as well as the UNIVERSAL STANDARD TRAVELERS.

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Sole Manufacturers

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Greenville, S. C.

GREENVILLE, S. C.

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GRAND HALL
LOOKING
FROM
STAGE



DEPT. "B"
EXHIBITION HALL

GRAND
HALL



Scenes From International Textile Exposition at Boston

Trade Approves of Curtailment

"The mills have acted wisely in deciding to curtail production in print cloths and sheetings 50 per cent between next Monday, May 5, and July 19, running only every other week during that time," the Hunter Manufacturing & Commission Company says in its weekly letter.

"The trade has very generally approved this action and buyers are glad to see some decisive step of this kind taken to steady the market. During the week that has elapsed since this decision was reached, improvement in the market has been more in the way of increased inquiry than advance in prices. Print cloths are selling at $\frac{1}{2}$ c advance over the figures current before the curtailment was announced, but sheetings and drills are still mostly unchanged.

Sales Exceed Full Production

"Our own sales have been the largest since the middle of March and are in excess of estimated full production, and, consequently, well in excess of actual production. Print cloths and sheetings, fine and fancy goods and towels all shared in this activity though colored goods showed little increase in activity. The outlook on fine and fancy goods is decidedly better.

"We feel confident that this curtailment will be carried through as planned and that it will have important effects. We believe that the mills are finally aroused to the point of carrying the curtailment straight through the summer months if it should prove necessary to do so. They are determined that the remaining stocks shall be eliminated and that the best way to do this is to curtail production extensively until they are. Stocks in hands outside of the mills, namely, jobbers', retailers', and cutters', have been reduced to figures that would have seemed unbelievable only a few years ago, and the position of these people might become awkward should it no longer be possible to have shipments made within 24 hours.

Cotton Goods Sales Gain

"The Federal Reserve Bank of New York reports that March sales in the department stores of this district showed a decrease of 6 per cent from a year ago, this being accounted for to a large extent by the fact that Easter fell in April this year and in March a year ago. Sales of the leading apparel stores showed an exceptionally large decrease, the largest, in fact, for any month in several years. Stocks of merchandise of all kinds at the end of the month were 2 per cent smaller than a year ago. In contrast, sales of cotton goods showed an increase of 8.4 per cent as compared with a year ago while stocks of cotton goods at the end of the month showed an increase of 2.3 per cent. For the country at large, department stores sales fell 13 per cent below March, 1929, the principal decreases being in Akron, Spokane, Toledo, Detroit, Chicago, Houston, Fort Worth, Providence and Louisville; the smallest decreases from such points as New York, Omaha, San Francisco, Buffalo, Duluth, Minneapolis, Newark, Rochester, Salt Lake City and Seattle.

"A wholesale for the country at large business in dry goods showed a decrease of 21 per cent as compared with March, 1929, the New York, Chicago and Dallas districts showing the greatest decreases; the St. Louis, Kansas City and Cleveland districts the least."

Winston-Salem, N. C. — The Hill-Apperson Hosiery Company has been formed here. This is a commission house, and is associated with the Commercial Factors Corporation, of Park avenue, New York city.

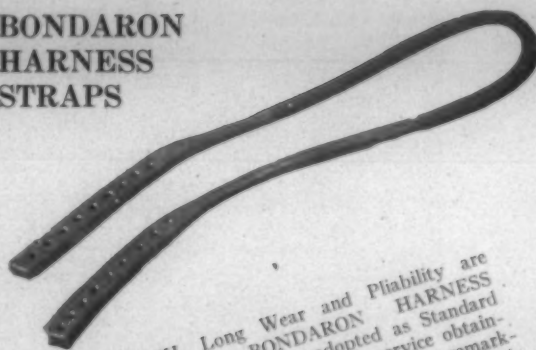
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The Leather with the Hairs on

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INDEX TO ADVERTISERS

Where a — appears opposite a name it indicates that the advertisement does not appear in this issue.

Page	Page
—A—	—M—
Abington Textile Machinery Works — 46	Link-Belt Co. —
Akron Belting Co. —	Lock, J. E. & Son, Inc. —
Aktivin Corp. —	Lockwood Greene Engineers, Inc. — 36
Allis-Chalmers Mfg. Co. —	—N—
American Aniline & Extract Co. —	Marston, Jno. P. Co. —
American Bobbin Co. — 58	Mathieson Alkali Works —
American Glanzstoff Corp. —	Mauney Steel Co. —
American Kron Scales Co. —	McCampbell & Co. — 62
American Moistening Co. — 10	Mitchell, James E. Co. — 44
Amory, Browne & Co. (Colored Insert) 62	Mossherg Pressed Steel Corp. —
Arabel Mfg. Co. — 38	—O—
Armstrong Cork & Insulation Co. —	National Aniline & Chemical Co. —
Arnold, Hoffman & Co. —	National Ring Traveler Co. — 63
Ashworth Bros. — 60	Neutrasol Chemical Corp. —
Associated Business Papers, Inc. —	Neumann, R. & Co. — 65
(Colored Insert)	Newport Chemical Works, Inc. —
Atlanta Brush Co. —	N. Y. & N. J. Lubricant Co. —
—B—	—O—
Bahnsen Co. —	Oakite Products, Inc. —
Baily, Joshua L., & Co. — 62	Ocean-Forest Hotel —
Barber-Colman Co. — 4-5-63	—P—
Barber Mfg. Co. —	Farks-Cramer Co. (Insert)
Billington, Jas. H. Co. —	Parks & Woolson Machine Co. —
Bond, Chas. Co. — 41	Perkins, B. F. & Son, Inc. —
Borne, Scrymser Co. — 9	Piccadilly Hotel —
Brown, David Co. —	Platt's Metallic Card Clothing Co. — 36
Butterworth, H. W. & Sons Co. —	Puro Sanitary Drinking Fountain Co. 50
(Colored Insert) 25	—R—
—C—	Rockweave Mills, Inc. — 29
Caldwell, John & Co. —	Roessler & Hasslacher Chemical Co. —
Catlin & Co. — 63	R. I. Warp Stop Equipment Co. — 37
Celanese Corp. of America —	Rice Dobby Chain Co. — 61
Charlotte Leather Belting Co. —	Rogers Fibre Co. —
Charlotte Mfg. Co. — 2	Roy, B. S. & Son — 2
Clark Publishing Co. — 68	Royle, John & Sons —
Ciba Co., Inc. —	—S—
Clinton Corn Syrup Refining Co. — 61	Saco-Lowell Shops — 47
Collins Bros. Machine Co. — 59	Sargent's, C. G. Sons Corp. — 68
Cook's, Adam, Sons, Inc. —	Seaboard Ry. —
Corn Products Refining Co. —	Seydel Chemical Co. — 65
Courtney, Dana S. Co. —	Seydel-Woolley Co. —
Crompton & Knowles Loom Works —	Shamwow Shuttle Co. — 37
Crump, F. M. & Co. —	Sipp-Eastwood Corp. — 68
Curran & Barry — 62	Sirrine, J. E. & Co. —
Curtis & Marble Machine Co. — 38	S K F Industries —
—D—	Sonoco Products — 52
Dary Ring Traveler Co. — 54	Southern Ry. — 42
Davis, G. M. & Son — 50	Southern Spindle & Flyer Co. — 67
Deering, Milliken & Co., Inc. — 62	Stafford Co. —
Dixon Lubricating Saddle Co. —	Stanley Works —
Draper, E. S. — 36	Standard Oil Co. — 56
Draper Corporation — 1	Steel Heddle Mfg. Co. —
Dronsfeld Bros. — 59	Stein, Hall & Co. —
DuPont de Nemours, E. I. & Co. —	Stevens, J. P. & Co., Inc. — 62
—E—	Stodghill & Co. — 60
Eaton, Paul B. — 42	—T—
Eclipse Textile Devices, Inc. —	Taylor Instrument Cos. —
Economy Baler Co. — 58	Terrell Machine Co. —
Emmons Loom Harness Co. —	Texas Co., The —
Enka, American — 45	Textile Banking Co. —
Entwistle, T. C. Co. — 13	Textile Finishing Machinery Co. —
—F—	Textile Mill Supply Co. —
Fales & Jenks Machine Co. — 51	Tolhurst Machine Works —
Fidelity Machine Co. — 31	Tubize Chatillon Corp. — 2
Fisher Leather Belting Co., Inc. —	—U—
Ford, J. B. Co. — 61	U S Bobbin & Shuttle Co. — 43
Foster Machine Co. — Insert	U. S. Ring Traveler Co. — 39-65
Benjamin Franklin Hotel —	Universal Winding Co. — 65
Franklin Process Co. —	—V—
—G—	Veeder-Root, Inc. — 33
Garland Mfg. Co. — 54	Victor Ring Traveler Co. —
General Dyestuff Corp. —	Viscose Co. — 49
General Electric Co. — 6-7	Vogel, Joseph A. Co. —
Gill Leather Co. — 64	—W—
Grasselli Chemical Co., Inc. —	Washburn, Inc. —
Graton & Knight Co. —	Washburn Printing Co. — 64
Great Northern Hotel — 64	Watts, Ridley & Co. — 63
—H—	Wellington, Sears & Co. — 62
Hart Products Corp. —	Westinghouse Electric & Mfg. Co. —
Haywood, Mackay & Valentine, Inc. — 36	Whitin Machine Works — 3
Hercules Powder Co. (Colored Insert)	Whitinsville Spinning Ring Co. — 67
Hermas Machine Co. —	Wickwire Spencer Steel Co. —
H & B American Machine Co. — 55	Williams, J. H. Co. — 67
Houghton, E. F. & Co. — 42	Wolf, Jacques & Co. — 21
Howard Bros. Mfg. Co. — 2	Wood's, T. B. Sons Co. —
Hunter Mfg. & Commission Co. — 43	Woodward, Baldwin & Co. — 62
Howard-Hickory Co. —	
Hunt, Rodney, Machine Co. — 64	
Hyatt Roller Bearing Co. —	
—I—	
Iselin-Jefferson Co. — 36	
—J—	
Johnson, Chas. Co. —	
—K—	
Kaumagraph Co. —	
Keever Starch Co. —	
—L—	
Lawrence, A. C. Leather Co. —	
Lestershire Spool & Mfg. Co. — 57	
Lewis, John D. —	
Lincoln Electric Co. — 53	
Lincoln Hotel —	

TEXTILE PUPILS TOLD OF LIGHTING EFFECTS

Raleigh, N. C. — Continuing the policy of having outstanding speakers connected with different phases of the textile industry address the textile students, E. Leavenworth Elliott, of the General Electric Vapor Co., in an address to the textile students of the North Carolina State College recently on the topic, "How to See," urged the future men in the cloth industry to study the effects of lighting in the factories of which some day they might be a vital part.

"People do not appreciate the wonderful mechanism used in making cloth," said the speaker, "and do not realize the daylight is not necessary in order to see the various colors in fabrics.

"If you study lighting in the various factories, you must begin with the functions of the eye," asserts Mr. Elliott, who dwelled at length on the technical and complicated process undergone in the process of photography with the human visual organs.

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is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips.

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New Fabrics! New Designs!

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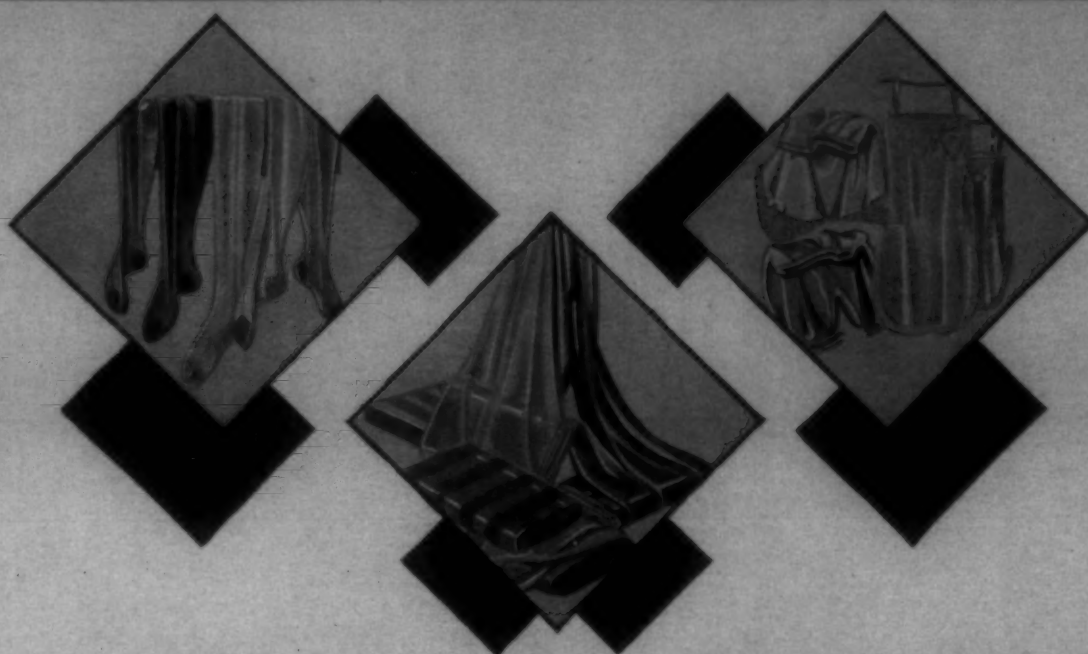
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Manufacturers, dyers, and finishers of silk and rayon products should be interested in Soluble Pine Oil in place of other auxiliary compounds. Pine Oil is a powerful solvent for gums and waxes. It has excellent emulsifying properties. It brings out shades and tints to an unusual degree. Pine Oil is being used in combination with other oils as a dyeing assistant to effect the required penetration of the knitted cotton toes and heels of full-fashioned rayon hosiery.

If you have inquiries regarding these or other problems in connection with the use of an auxiliary compound or a dyeing assistant in the textile industry, we shall be glad to have you communicate with this department or with your textile chemical manufacturer.

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A recent development by U S Engineers—a super HardWear Finish — for your A L Bobbins, Cotton and Wool Filling Bobbins, and Triptods, designed to meet the universal need for a HardWear surface with the toughness and durability of the — famous U S Number Fifty-One. U S HardWear Finish Number 13D is guaranteed to definite limits of conditioning heat and humidity—135° F., 100% — relative humidity.

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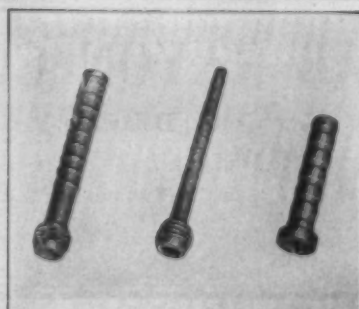
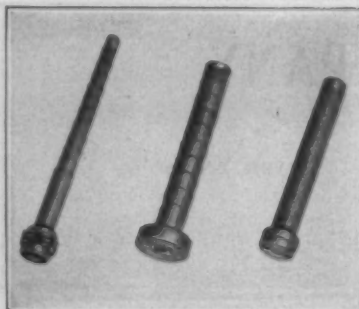
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Individual _____

Address _____

Exhibits At Knitting Arts Exhibition

(Continued from Page 33)

They will also exhibit a spindle type machine, especially designed for dyeing small lots of skeins. The machine is equipped with removable partitions so that the size batch may be varied and a multiplicity of colors dyed simultaneously on one machine.

John H. Giles, Donald M. Giles and Thomas Bell will be in attendance.

E. W. S. Jasper, New York, Booth No. 391, will exhibit samples of latch and spring beard needles made by Theodor Groz & Soehne, Ebingen, and Ernst Beckert, Com.-Ges., Chemnitz, Germany, also "Pemco" dye nets made by Pendleton Mfg. Co., La France, S. C. Mr. Jasper will be in charge assisted by Theodor Groz, sales manager, and Edward L. Jasper, Pennsylvania representative.

Standard-Coosa-Thatcher Co., will occupy Booths No. 288-289. The salesmen and executives who will be in attendance are J. S. Verlenden, president; R. J. Mathewson, vice-president; T. H. McKinney, vice-president and general manager; W. S. Lawson, J. P. Rickman, Charles F. Smith, M. A. Henderson, E. R. Dillmore, W. H. Thatcher, Wm. M. Hall.

H. C. Harding, Inc., Philadelphia, Pa., will show Triune (3 in 1) soap oil, a product used for the dyeing of silk, rayon or cottons, either in the yarn or in the piece. They also have a full line of knitting and dyeing and shrdletaoianilWy ing oils as well as all other products used in the making, dyeing and finishing of textiles.

John W. Hepworth & Co., Inc., will exhibit their loopers in operation. They will occupy Booth 167. Mr. Keyser and Mr. Sanders will be in attendance.

Oswald Lever Co., Inc., Philadelphia, Pa., will exhibit the following machines Lever No. 35 bottle bobbin winding machine for pure silk, rayon and fine count cotton yarns; Lever over-end creel for silk, rayon and fine cotton.

They shall be located at Booths Nos. 400, 401, 404 and 405. James Daniel Joyce, W. Thomas Joyce and L. R. Unruh will be on hand.

Jacquard Knitting Machine Co., Inc., Philadelphia, Pa., will show their regular automatic Jacquard double needle controlled machine, which makes the 1 and 1 plan back material; also, the single needle machine which makes the 1 and 1 bottom and twill back jacquard fabric; they will have two new additions—two Racard jacquard machines. There will be the plan Racard and the jacquard Recard. These models will make either 2 and 1 or 2 and 2 bottoms. The plan Racard can then go on to the 1 and 1 rib or the two-color welt. The jacquard Record, after making the 2 and 1 or 2 and 2 bottom, will go on to the jacquard twill back, after which 1 and 1 rib or two-color welt can be run.

The representatives will be H. Albertman, J. Sirmay, A. Kreiner and J. Shaw.

Alfred Hoffmann, Inc., West New York, N. J., sole distributors in the United States and Canada of H. S. L. (Theodor Liekerknecht) full fashioned hosiery machines, built by Schubert & Salzer Maschinenfabrik, Chemnitz, Germany, will occupy Booth Nos. 188, 189, 230 and 231. A. Hofmann and E. A. Feustel will be in attendance as representatives of the company.

Kali Mfg. Co., Philadelphia, Pa., will occupy Space Nos. 180 and 181 and display their scouring oils for rayon, boil off oils for pure silk, rayon and combina-

(Continued on Page 48)

JAMES E. MITCHELL CO.

COTTON YARNS

All Counts and Descriptions

122 Chestnut Street
PHILADELPHIA

185 Summer Street
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CHICAGO REPRESENTATIVE

J. M. Richards, 166 W. Jackson Blvd.

Representing

DELAWARE RAYON COMPANY

New Castle, Delaware

High Grade

DELRAY

Rayon Yarns

How HIGH is "UP"



**THE
FATE
OF A
FABRIC
HANGS
BY A
THREAD**

You hear
a great deal
about trading
up . . . about finer
fabrics and higher
prices. Fractional in-
creases in quality do not
justify materially higher prices.

A distinct "up" quality in fabrics
must be accomplished at a reason-
able cost to the knitter or weaver.
The finer quality of Enka yarn increases
the gross income of the producers of
fabrics. The clear smooth run of Enka
maintains economic production and in-
creases the NET income. That is the most
satisfactory method of trading up high enough
to be in the lead and of holding costs down
low enough to be "in the money."

Enka yarn
is available in
75, 100, 120, 150,
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denier and in multi-
filament yarn in certain
deniers. In long or short
skeins or on cones. Bleached,
unbleached or tinted.

Let our technical advisers serve you
in the use of Enka yarn to meet your
exact requirements. A trial run will
convince you, as it has some of the most
prominent weavers and knitters in
the country.

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These Famous Mills Now Use Vacuum

Increased production, higher quality work, lowered costs of waste handling, cleaner and healthier working conditions—all these result from the use of the *Triple Vacuum System*.

After the most painstaking tests and investigation of results, the following mills have recently installed the vacuum system including in many cases the complete waste-handling units.

American Textile Co.	216 cards
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Firestone Cotton Mills	452 "
Goodyear Cotton Mills	290 "
International Shoe Co.	63 "
Lorraine Mfg. Co.	110 "
Roxbury Carpet Co.	all woolen cards

The saving in cost of waste handling pays for the installation. Write for our free mill analysis.

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Boston, Mass. Charlotte, N. C.

COOK-GOLDSMITH
PATENT
TRIPLE VACUUM SYSTEM

Common Sense

(Continued from Page 23)

Heraclitus, the Greek philosopher, who lived some 500 years B. C. made the marvelous statement—"Everything flows." He taught that all phenomena exist in a constant state of flux, always tending to assume new forms, and finally returning again to their source. Everything in nature flows. Everything in organic life flows. Everything in industry flows. The flow of production through the shop is common practice. Such a flow, however, was not fortuitous. It was organized.

Market Information

Information as to markets, as to consumer demand, consumer tastes, will flow if it is properly organized up from its source through retailers, wholesalers, cutters-up, converters, and selling agents, to the manufacturer of grey cotton goods in a mill village anywhere here in the South. To organize such valuable information so that one can plan his line of merchandise and forecast his sales in units and prices so as to co-ordinate himself with the consumer, demands brains, hard work, and everlastingly keeping at it. No mental sluggard can achieve success in modern industry.

Certainly the new way to net profits can be applied to the cotton textile industry in every particular, but the cotton manufacturer has got to be intelligent enough and sufficiently efficient to apply it successfully. It's a fine Swiss watch, a wind drift indicator, a sun compass, anything you like that is a delicate piece of mechanism. It is not a ready reckoner or a gas meter, ingenious as the two latter may be.

But the new way to net profits is not the first aid which the cotton textile industry needs. Old-fashioned human co-operation is what is required this day and hour.

Co-operation! What is the original significance of that word? "Co" means together—"Opus" work—"ion" the act of doing. It means, literally, the act of working together. It means, in certain cases, the subordination of a present advantage to the attainment of a more permanent success.

What is required of men that they shall work together successfully and harmoniously?

Faith in their purpose. Confidence in one another. Correct and honest thinking. Absence of fear and suspicion. Perhaps what are needed most are broad-mindedness and unselfishness. The attainment of these character and intelligence, for only the honorable and understanding men can properly appraise his neighbor's opinion or possess the secret of knowing truly that he who would save his soul must give it for the common good.

Co-operative action represents a greater expression of individual initiative and freedom than is possible under consolidation. Co-operation, moreover, is the anvil on which you must pound out your economic ideas until they become suitable material to weld into a practical, workable consolidation.

Conclusion

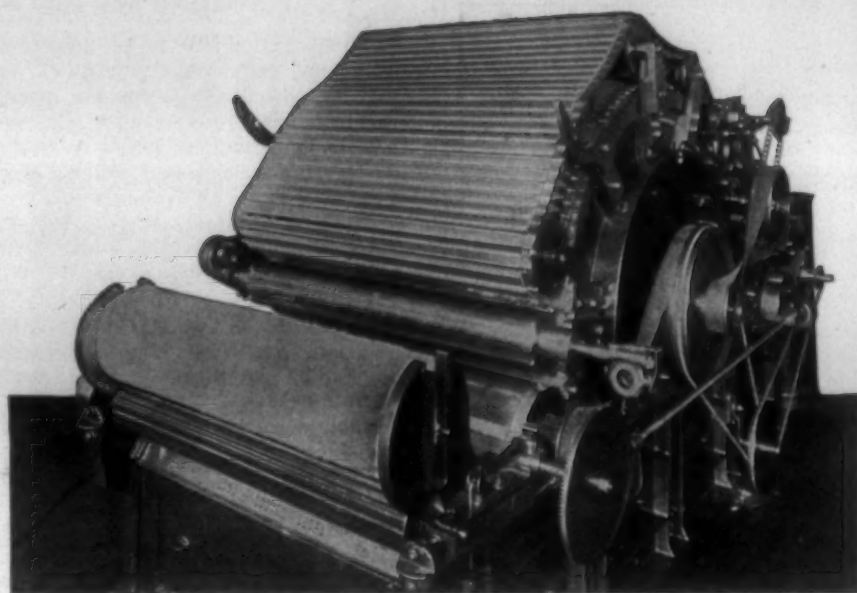
The conclusion of the vitally important matter we been discussing would seem to be this:

(a) The ultimate desirable attainment is consolidation by line groups.

(b) Consolidation is not attainable without a sustained record of profits.

(c) Progress toward this end is not possible without a co-operation that shall co-ordinate production and consumption.

(Continued on Page 50)



SACO-LOWELL CONTINUOUS *Card* STRIPPER



ELIMINATES STRIPPING AND GIVES MORE AND BETTER PRODUCTION

The above photograph shows the cylinder clothing after ten weeks of continuous operation with the Saco-Lowell Continuous Stripper. In the center stock has been lifted with the point of a knife. The cotton comes off in a fine sheet and the wire underneath is as clean as immediately after the costly and inefficient hand-stripping process.

THIS new Saco-Lowell Stripper, driven from the main cylinder, keeps the cotton continually above the knee of the clothing wire. The card is always working at maximum efficiency. The doffer need be stripped only about twice a week and then without stopping the card or losing any production.

The advantages may be summed up as follows:

1. Saving of time, by elimination of stripping, equivalent at least to the production of one card in forty to fifty.
2. No cylinder strips made.
3. Even sliver all the time.
4. Cylinder wire clean all the time, resulting in:—
5. Saving of from one to two per cent of the stock, represented by long fibres formerly carded out.

We have installed this Continuous Stripper in a number of mills and have received very satisfactory reports of the results obtained. May we give you detailed facts and figures about the labor savings made and the quality increases obtained? Write today for details.

SACO-LOWELL

MANUFACTURERS OF TEXTILE MACHINERY

147 MILK STREET, BOSTON, MASS.

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ATLANTA, GA.

THE HUNTER COMPANY

Represents a group of mills whose skilled experience enables them to manufacture a great variety of Cotton Textiles in standard ranges of construction.

*"If It's Made of Cotton—
Ask Hunter"*

**HUNTER
MANUFACTURING & COMMISSION Co.**

58 and 60 Worth Street
New York

Exhibits At Knitting Arts Exhibition

(Continued from Page 44)

tions. Penetrating oils to be used in the dye bath for levelling the shade and giving quick penetration. Finishing and softening oils for the processing of cotton, mercerized cotton, rayon, pure silk or combinations.

In attendance will be James A. Branegan, president; S. G. Davenport, secretary; E. W. Wall, J. J. Donler, F. W. Mitchell and J. J. Montague.

Textile Electric Machinery Co., Inc., Philadelphia, Pa., will exhibit electric yarn moisteners, in Booth Nos. 398 and 407. Attendants will be Charles W. Hoffman, manager, and Paul Krenkel, president.

Philadelphia Metal Drying Form Co., Philadelphia, Pa. have Booth Nos. 295, 296, 319 and 320. They intend displaying improvements in metal drying form equipment.

The following representatives will be in attendance: Paul Guggenheim, vice-president; Joseph Seligman, Philadelphia representative; W. H. Ermentrout, Pennsylvania representative; Wm. L. Jackson, Southern representative; W. J. Westaway Co., Canadian representative.

Proctor & Schwartz, Inc., Philadelphia, Pa., will occupy a large space at the main entrance (not numbered—formerly occupied by the office of the association) and Space No. 187 and 232.

They will show Proctor automatic boarding, drying and stripping machine for ladies' hosiery—type for boarder and helper shown in operation on fine gauge full-fashioned silk stockings. They will also show their table hosiery dryer.

The following will be present: C. T. Griffith, manager hosiery dryer Dept.; Chas. S. Tiers, assistant manager hosiery dryer Dept.; Harry B. Lex, sales and service; Edgar C. Keener, sales and service; Wm. J. Merrigan, Jr., sales and service.

Ironrite Eastern Corp., New York, will demonstrate "Ironrite Industrial," an ironing machine. The features are: Two unobstructed ends. Under the roll feed so that the garments pass over the shoe thus getting the use of the points on the iron as is obtained with a hand iron. Knee control so that both hands are free to handle the garment.

George Berner, Philadelphia, Pa., will show in Space 15, sheet metal equipment for hosiery machines, including damp boxes, emulsion troughs, knitters benches, etc.

Special features to be emphasized are glass tube emulsion trough with new mechanical device (patented) to shorten or lengthen the distance of submersion for silk.

R. K. Laros Silk Co., Bethlehem, Pa., will have Booths 359 and 402, the latter in conjunction with the Atwood Machine Company of Stonington, Conn. The R. K. Laros Silk Company are commission throwsters of hosiery yarns while the Atwood Machine Company are manufacturers of silk and rayon throwing machinery.

They will have in operation one small section of a silk winder together with a section of a 5B spinner, both products of the Atwood Machine Company. R. K. Laros Silk Company operators will be employed in the spinning and twisting operations involved.

T. H. Mueller and G. A. Fenton, vice-presidents of the R. W. Laros Silk Company, together with P. Wilson and other assistants, will be in attendance and the Atwood Machine Company will be represented by P. N. Thorpe, general sales manager together with several officials from Stonington.

RIGHTLY MADE

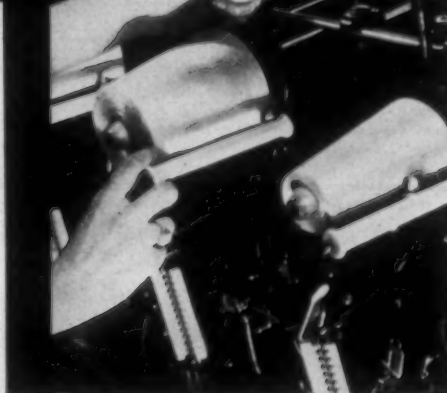
● rightly processed!

A two-edged
advantage for
you in Crown
Brand Rayon
Yarn . . .



Skein inspected! In this flood-lighted room trained eyes concentrate on finding the minutest flaw in the rayon skeins, to classify them accordingly.

- FIRST—searchingly inspected in the skein—every inch smooth . . . even . . . uniform to the point of perfection.
- Bleached to pure whiteness . . . washed through five showers . . . dried to an exact moisture-content . . . prepared to take the most delicate tones in the dye bath.
- Oiled and coned with methodical care . . . joinings a marvel of neatness and strength . . . all finished cones again inspected, then tissue-wrapped to reach you in spotless perfection.
- Quilled . . . this work done under strictest supervision to keep tension uniform and avoid breakage in most delicate deniers.
- Sized and warped by experts . . . compare this highly technical work as we do it with any other of its kind.

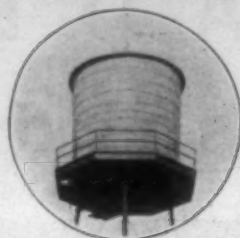


Immaculate . . . perfect . . . Crown Brand cones ready to wrap in blue tissue and ship to you.

The Viscose Company—largest rayon yarn manufacturers in the world—help you to get not only the right rayon yarn for your purpose, but see that you receive it in the right form for most economical use. Over 400,000 feet of floor space is devoted to “processing” operations in our various plants. No manufacturer is better equipped to do this important work. Weavers and knitters are freely invited to come to headquarters with any rayon problem. The Viscose Company, 171 Madison Ave., New York City.

CROWN BRAND RAYON YARNS





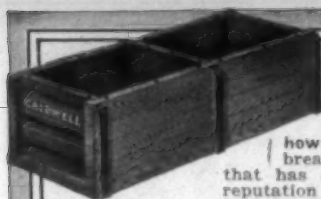
Davis Cypress Tanks will serve you better, longer and at lower cost than tanks of many other materials. Ask any questions; send any specifications. Illustrated booklet sent promptly on request.

Davis—for Service!

Of course you buy tanks—for fire protection, for sprinkling, and for any number of storage and processing uses. But are they DAVIS True Tide-water Cypress? Good for 20 to 40 years—built any size or shape—warranted for capacity and strength.

G. M. DAVIS & SON

8th and Laurel Sts.
PALATKA, FLORIDA



End Your Tank Troubles

It is the knowing how to avoid bulging, breaking and leaking that has established the good reputation of all Caldwell Rectangular Tanks.

We make a specialty of designing and constructing tanks for all purposes to withstand hard usage and to resist acids. Rectangular tanks can be obtained with acid-proof rods. Whatever your requirements are, we can meet them.

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W. E. CALDWELL CO.
Incorporated
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Caldwell
TANKS
AND
TOWERS



Puro Fountains

HAVE

Automatic Self-Cleaning Filters

A design for every Purpose

Ask us for your copy of
"The Story of a Hair Snake"

It's Free

Puro Sanitary Drinking Fountain Co.
Haydenville, Mass.

WANTED

To Sell—?
To Buy—?
To Exchange—?
Employment—?
Help—?

'Want Ads' in the SOUTHERN TEXTILE BULLETIN Get

RESULTS

Rates: \$3.00 per inch per insertion

Common Sense

(Continued from Page 46)

(d) Satisfactory profits can only be attained through such co-ordination, by improving methods of merchandising and distribution and increasing consumption of cotton goods.

My advice to you, therefore, is to concentrate upon and conclude as quickly as possible the good work that the Cotton-Textile Institute has inaugurated in constantly encouraging manufacturers to keep production in balance with demand. It is my hope that no one of you, because of his individual efficiency and success shall assume the attitude of the Pharisee who ignored the deplorable condition of his unfortunate brethren and, lifting his eyes to heaven, thanked God he was not as other men are.

Business not only in this country but throughout the world is passing through a period of pronounced depression, suffering an experience in the United States in particular such as human being undergoes after he has eaten heartily for a prolonged period. Consumers seem surfeited with goods.

There appears to be more wheat, cotton, sugar, coffee, leather, oil, silk, wool, and other basic commodities than people need. In consequence prices of raw materials are very low and profits from the fabrication of basic materials are small where they exist, except in certain exceptional cases where human requirements are still unsatisfied. There is plenty of money in this country with which to purchase things, but buyers are scarce and when discovered, are inclined to be dictatorial as to prices.

Necessarily such an industrial condition makes certain a keen and bitter competitive struggle to secure such business as exists.

Is it not well to look these facts in the face and inquire seriously and thoughtfully if it is not plain common sense to meet the threatening situation with a united, rather than a divided front? Even the lower animals co-operate at a time of common danger.

Is it wiser for a cotton manufacturer to grind out his products to the limit of the productive facilities of his plants, knowing that adequate consumer markets do not exist for them if his competitors operate on a similar basis, or to co-operate with his fellow manufacturers and limit production so as to be able to secure a fair price for what is sold?

The facts seem self evident. The question is a simple one. The answer must be furnished by the members of this Association.

COMING CONVENTIONS

Knitting Arts Exhibition, Commercial Museum, Philadelphia, May 14.

Cotton Manufacturers Association of North Carolina, Grove Park Inn, Asheville, N. C., June 17-18.

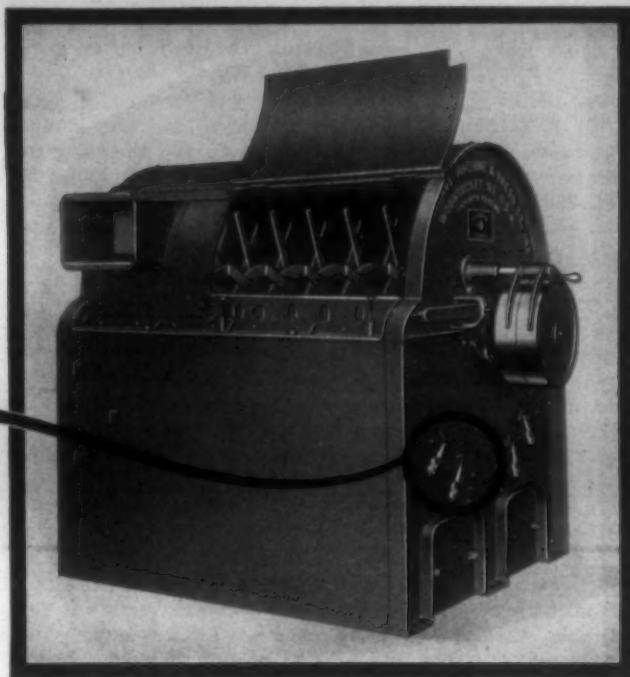
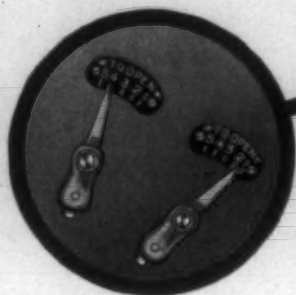
Southern Textile Association, annual meeting, Myrtle Beach, S. C., June 27-28.

Ninth Southern Textile Exposition, Textile Hall, Greenville, S. C., October 20-25.

Southern Textile Association, semi-annual meeting, Greenville, S. C., October 23.

International Exposition, Textile Exhibitors Association, Mechanics Hall, Boston, April 28-May 3.

Graduated Indicator grid bar adjustment



on the new Woonsocket "Spirawhirl" Cleaner

ALL the guesswork taken out of grid bar adjustment! Our Graduated Indicator Feature does it. It shows the operator at a glance the setting of his grid bars. It makes possible a written record of just the right settings for various grades of cotton. It is easy to duplicate these settings exactly. The grid bars and circles are machine finished, insuring the utmost accuracy.

If some form of grid bar adjustment is necessary—and it is—then the more perfect the adjustment, the better work you get. Because our new Indicator is exact, it helps produce cleaner cotton, and saves time as well.

The Spirawhirl Principle

The new Woonsocket "Spirawhirl" Cleaner has a series of baffle plates in the top of the cleaner. These are placed at such an angle that as the cotton whirls around, it is thrown definitely sidewise toward the outlet. It advances positively each revolution. The result is that all cotton is in the Cleaner the same amount of time and gets equal treatment.

Inquire further about the Spirawhirl and its Graduated Indicator for exact setting of the grid bars!

Put a Spirawhirl in your present line of opening equipment and watch the results! *✓ ✓ ✓*

Export Office: Pawtucket, R. I. *✓ ✓* Southern Offices: Woodside Bldg., Greenville, S. C.

WOONSOCKET

MACHINE & PRESS CO., INC.

Opening, Picker, Carder, Drawing and Roving Machinery
WOONSOCKET, R. I.

FALES & JENKS

MACHINE COMPANY

Spinning and Twisting Machinery
PAWTUCKET, R. I.

EASTON & BURNHAM MACHINE COMPANY

Spooling, Warping and Winding Machinery
PAWTUCKET, R. I.

{ Cotton Preparatory Machinery from Bale to Loom }

Address of President A. M. Dixon

(Continued from Page 11)

dent of this Association, in his very able address before you at Atlantic City, in 1927, stressed the importance of these things, and what he had to say then is just as true now as it was in 1927. More careful selection of seed, better methods of cultivation and improved ginning and baling mean more money to the farmer and a like benefit to the cotton manufacturers.

Costs

Keeping costs down is essential, but when this is done by producing more goods than the consuming public demands, then it is a shortsighted policy. When over production takes place the obvious remedy is curtailment. As a consequence we are bound to have irregular employment which is one of the chief banes of the industry. In an effort to correct this situation conferences were conducted by the Cotton-Textile Institute, and a number of Southern and New England Manufacturers have recommended a voluntary adjustment of the working time in the mills. The recommendation as made was that the mills adopt a standard maximum operating schedule of 55 hours per week for the day shift and 50 hours per week for the night shift, with all extra running time to be eliminated. A large number of mills have endorsed the idea and it is hoped, and believed in the near future that practically all of the mills will give the plan their endorsement and put it into execution.

Southern Textile Association

The Southern Textile Association deserves the approval as well as the cordial support of this Association. The group meetings of the superintendents and over-

seers in the Southern Textile Association have been productive of good, not only to the men themselves but to the mills they represent and to the industry as a whole. Seeing the benefits derived from this organization, the National Association of Cotton Manufacturers a year or so ago was responsible for the creation of just such an association among the superintendents and overseers in New England. In our case, the organization is already formed and has been functioning for years and it does seem that it is as little as we can do to give it our hearty support and insist upon our superintendents and overseers attending the meetings.

Cotton-Textile Institute

As one of the chief sponsors of the Cotton-Textile Institute, the American Cotton Manufacturers Association feels a deep and abiding interests in its welfare and development. Under the able guidance of Walker D. Hines, George A. Sloan and other officials, the Institute has justified the faith of those farseeing manufacturers who brought it into being. This is no place to recount the story of its constantly expanding activities, but it is not amiss for me to state that the present popularity of cottons, in my opinion, is due largely to the wisely directed efforts of those in charge of this particular branch of development. I might state in passing, also, that as a result of its activities not the least benefit that has accrued to the industry, has been the drawing together of manufacturers North and South, with the consequent development of a spirit of understanding and co-operation that has been most helpful and encouraging. For these and other reasons I recommend the continued support of the Institute by

(Continued on Page 54)



Every Detail of Manufacture
of Sonoco Products
accords with most Modern Methods
to assure that all of the Exacting
and Particular Textile Requirements,
practical and economical,
are dependably met

Tell us your needs Send for samples



Special Spools
for
Wire, Braid and Cord



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PROGRESS



"Yes, Pop—

That's the easiest thing he does—blow. And that's the easiest thing his motors do on this heavy overload drag we have to impose on them.

His motor is cast iron—the 'Linc-Weld' is STEEL, therefore better. Ask him to blow that off.

His motor has the regulation small shafts and bearings, while those on the 'Linc-Weld' are about twice the size. Ask him to blow that off, too.

On the dozens of tests in the factories around here you've seen that the 'Linc-Weld' is the coolest and sweetest running motor. Something else for him to blow off.

So he can make all the noise he likes about it, but 'taint the whistle that pulls the train."

"Here, Lad—

My friend who sold me motors for years was in today—and when he heard that we were considering changing to those 'Linc-Weld' motors that our competitors are using—well, he just blew up."



THE LINCOLN ELECTRIC COMPANY
Department No. 29-5

CLEVELAND, OHIO

M-65

LINCOLN

"LINC-WELD" MOTORS

SUPERINTENDENTS AND OVERSEERS

We wish to obtain a complete list of the superintendents and overseers of every cotton mill in the South. Please fill in the enclosed blank and send it to us.

..... 19

Name of Mill

Town

..... Spinning Spindles Looms

..... Superintendent

..... Carder

..... Spinner

..... Weaver

..... Cloth Room

..... Dyer

..... Master Mechanic

Recent changes

.....

.....

.....



DARY TRAVELERS

C If it's a DARY Ring Traveler, you can depend on it that the high quality is guaranteed—that the weight and circle is always correct, and that all are uniformly tempered which insures even running, spinning or twisting. **J**

Ask for Prices

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311 Somerset Ave. Fred H. Dary, Mgr. Taunton, Mass.
 JOHN E. HUMPHRIES Sou. Agents CHAS. L. ASHLEY
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 Greenville, S. C. Atlanta, Ga.

Address of President A. M. Dixon

(Continued from Page 52)

those of us who are members, and the sympathetic study and consideration of its aims and plans by those members of the Association who have not yet felt that they could become identified with it.

Progress of Textile Industry

There has been a lot of criticism within the past few years of working conditions, hours of labor, and the wage scale in Southern Cotton Mills. This criticism has come from the press, from the pulpit, from some of the faculty members of the educational institutions of the country and from various other sources. Some of it is without justification and too frequently has been made through ignorance and bias on the part of the critic. Personally, I take pride in what we have been able to accomplish. When I look back thirty years ago when I first entered the mill, and compare conditions then with what they are today, I am amazed at the progress that has been made. Do not understand from this that I think that we have attained perfection. We have not, nor will we ever reach that ideal, but I do feel and as an industry we have nothing to be ashamed of and much that we can view with satisfaction. Frequently we are asked if what our critics have said is not true why do we not give our side of the picture. Frankly, gentlemen, I think that question is pertinent. Statements have been made so long that have gone unchallenged that a large part of the public has come to believe them. Nevertheless, in spite of the mass of propaganda directed against the mills, our side of the case has had its champions. B. B. Gossett at the North Carolina State College, and Bernard Cone at the University of North Carolina have helped to stem the tide in recent public addresses with which you are doubtless familiar. Misses Dozier and Potwin have also made notable contributions along this line, as have W. D. Anderson, Donald Comer and others. The Association is grateful to these men and women who have so earnestly endeavored to interpret the Southern textile industry to the public at large. I am one of those who believes that truth will ultimately prevail, but we cannot hope for this desired consummation unless we continue to work diligently and earnestly along intelligent lines.

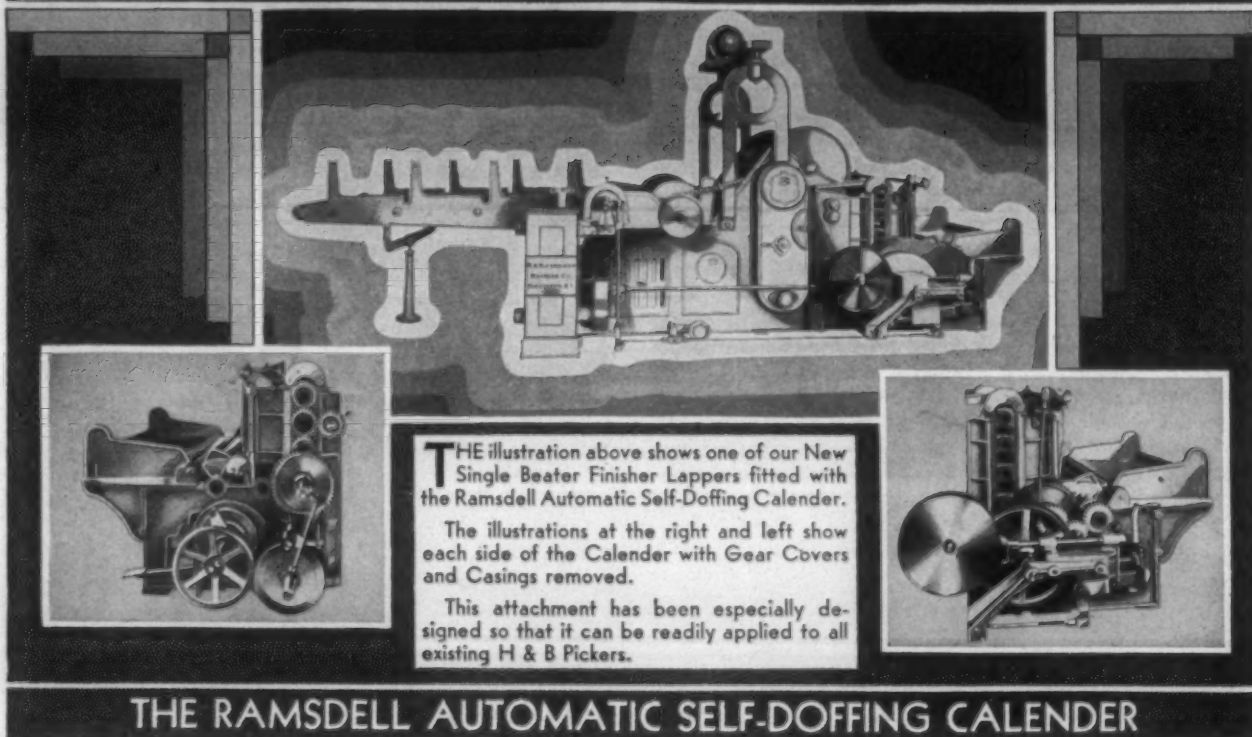
In conclusion I wish to thank you for the confidence and trust you had in me when you made me president of the Association. It is distinctive honor to head such an organization, and as your retiring president let me express to you my gratitude and deep appreciation. Being president carries with it added duties and responsibilities, many of which would be impossible to perform if it were not for your loyal co-operation. To my fellow officers, the members of the Board of Government, the chairmen and members of the various committees, to individual members for advice and counsel and to Mr. McLaurine, our efficient and untiring secretary, I tender my sincere thanks for unselfish aid and support.

Advertising and Merchandising

(Continued from Page 16)

this association and provision for adequate funds based on a reasonable per spindle tax would in due time, if aggressively maintained for five or ten years with whole-hearted co-operation on the part of all members, bring about a situation which would mean automatic continuance and progress through all the years.

ANNOUNCING THE MOST OUT- STANDING DEVELOPMENT IN PICKING MACHINERY IN 50 YEARS BY THE H & B AMERICAN MACHINE CO.



THE illustration above shows one of our New Single Beater Finisher Lappers fitted with the Ramsdell Automatic Self-Doffing Calendar.

The illustrations at the right and left show each side of the Calendar with Gear Covers and Casings removed.

This attachment has been especially designed so that it can be readily applied to all existing H & B Pickers.

THE RAMSDELL AUTOMATIC SELF-DOFFING CALENDER

UNCANNY in its operation. With almost imperceptible hesitation it automatically removes the completed picker lap, places a new lap roll in the calender, carefully folds over the oncoming sheet of cotton, lowers the lap racks and applies the brake . . . continuous operation from start to finish . . . without assistance of human hands. The results are no bad piecings, no piling up of cotton on the cages, no damaged screens, no starting torque—and with absolutely fixed yardage and weight for every lap.

We shall be glad to provide further detailed information upon request or arrange for a demonstration at your convenience.

8 AUTOMATIC OPERATIONS IN 6½ SECONDS

1. Releasing brake
2. Raising lap racks
3. Severing lap sheet
4. Doffing finished lap
5. Placing new lap roll
6. Folding lap end
7. Lowering lap racks
8. Resetting brake

H & B AMERICAN MACHINE CO.

PAWTUCKET, RHODE ISLAND

BOSTON OFFICE
161 Devonshire Street

ATLANTA OFFICE
815 Atlanta Trust Co. Bldg.

COTTON PREPARATORY AND SPINNING MACHINERY

Some Suggestions As To Research Work in Cotton Manufacturing

(Continued from Page 12)

seems to take wings or die on the spot.

Some seven years ago certain foreign mills began to send to this country a plain combed fabric that had much merit and found a ready market. It was a fabric that could have been successfully made with the equipment in many of the domestic fine goods mills. But our mills here did not wish to change over to that fabric and so continued what they were doing. After two to three years had gone by the foreign construction had so supplanted our constructions that our fine goods mills were forced to make the change in self defense, and added to their profits by so doing. But in not being willing to make the change promptly the domestic mills failed to reap the better profits that were available during the time of urgent demand for the foreign construction.

Doubtless there are many other similar concrete cases.

It is entirely conceivable that many mills might well consider the thought of assigning at least a small percentage of their looms to various constructions other than their regular standard product; working closely with trade, having in mind the development of fabrics which may lead to an increased number of uses and also increased consumption.

Would we not achieve more satisfactory results, both as to continuous operation and as to reasonable returns upon the investment if we worked with the individual customers to ascertain what they want, how they want it, and when they want it?

Report of Secretary McLaurine

(Continued from Page 18)

mills. In this group there will be more than 100 men and the same line of discussion will be used as was used in the Greenville group.

In large groups of mills such as we have today, just as in other large industrial enterprises, special effort must be made in order to intensify the industrial relations factor, because industry is becoming more and more mechanized each day, while men refuse to become mechanized and because of this fact there is needed effort.

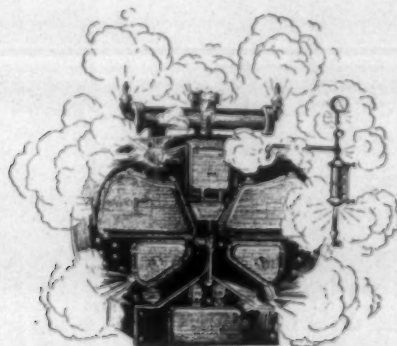
In closing this topic it may not be necessary for every mill here to have some one from the outside to come in and formally stress this human factor, but I say to you unhesitatingly it is necessary in almost every mill at some time to give particular study and attention to this relationship.

Other Associations

It is hardly necessary to state that we have co-operated with the Cotton-Textile Institute in every capacity at our command. We have attended conferences in the offices of the Institute with various members of our Association and the Institute with Government officials in Washington. We have attended group meetings in Greensboro, Charlotte, Gastonia, Spartanburg, Greenville and Atlanta. We have made visits and telephone calls and written letters, gladly co-operating with this central organization, trying to help them to put over their policies, which to us are most constructive.

Your secretary still maintains a close connection with the carded yarn group. It has always been a pleasure for him to assist this group in every way possible.

(Continued on Page 58)



Are your profits *escaping*...into thin air?

When steam operation is wasteful because of improper lubrication—money is dissipated in thin air.

The best and surest way to conserve your power is to use a cylinder oil that gives best protection against the friction of valves, piston rings and rods. Such an oil must atomize easily to give it the proper spread as the steam carries it

forward at high velocity. It must function perfectly.

"Standard" Esso Cylinder Oil is of highest quality and meets all the requirements of steam cylinder lubrication. It is the result of many years' study and improvement by highly trained lubrication specialists. It steps up steam engine efficiency—holds down operation costs.

"Standard" Mill Lubricants are the most economical

"STANDARD" Spindle Oil	—Spindles
"STANDARD" Renown Engine Oil	—Electric Motors
"STANDARD" Ario Compressor Oil	—Air Compressors
"STANDARD" Motor Oil & Greases	—Trucks
"STANDARD" Belt Dressing	—Leather Belts

"STANDARD" Mill-Cot Lubricant	—Looms
and "STANDARD" Loom Oil	—Comb Boxes
"STANDARD" Atlantic Red Oil	—Turbines
"STANDARD" Turbine Oil	—Steam Cylinders
"STANDARD" Esso Cylinder Oil	

A complete line of oils for mill lubrication

"STANDARD" LUBRICANTS

Why it is important to use **LESTERSHIRE** **SPOOLS** *at the* **VITAL** **POINT**

THERE is one point in production usually overlooked which determines whether there will be trouble later on at the loom. This point is reached when the yarn is drawn off the spool.

Here, the construction of the spool decides whether breaks or weak spots will occur in the finished fabric. Only spools of the remarkable accuracy of construction (and consequent true-ness) of Lestershires will adequately meet this situation.

As Lestershire Spools are "true" in construction, they are true running in spooling. This means that the yarn winds on evenly, and unwinds at just the right, uniform tension. In consequence, fabrics spooled with Lestershires have fewer broken ends and weak spots.

Equipping with Lestershires is the best kind of an investment, the result being improved quality of production. Ask us for the facts.



**SATISFACTION
GUARANTEED**

**LESTERSHIRE
SPOOL & MFG. CO.**



140 Baldwin St.,
Johnson City, N. Y.
Southern Office
519 Johnston Bldg.,
Charlotte, N. C.

Report of Secretary McLaurine

(Continued from Page 56)

We have attended meetings of the executive committee of the State Associations, of the Arkwrights, of the Southern Textile Association, of Legislative committees. In fact, wherever we have felt, or any one else has felt that we could render service for the Southern cotton manufacturers, we have gone gladly and participated, because we feel that the great function of the offices in Charlotte is to help the textile mills of the South regardless of connection, location or affiliation.

Traffic

Although we shall have a special report from Captain Smyth on the activities of our Traffic Department, I feel that this office would be remiss in its report if it did not pay proper respect and recognition to this most constructive agency or our Association.

I have called it "our" Traffic Department, although in truth it is an agency owned and operated by a Traffic Committee of which Captain Smyth is chairman and V. M. Montgomery is treasurer; yet in its functioning it discharges duties in behalf of every textile mill in the South, and it is supported by our members in connection with the members of the North Carolina and the South Carolina Associations; and in its deliberations and plans we have representatives on the committee to help guide its destinies.

Although railroad rates and shipping information constitute one of the greatest cost factors of industry, many of our mills today have not found this out and are blindly going along trusting to luck or some other agency to do for them the things that they could have done through this department. We most heartily commend it to all of the mills of the South.

Miscellaneous

Other activities might be brought forward and discussed but there is a time limit for everything and I feel that perhaps I might have exceeded my time already.

This year our expenses have been somewhat heavier than in former years since I have been connected with

you, due to the fact that we have paid into the Traffic Department about \$5,000. It costs us approximately \$4,000 to set up the Arbitration Board and to get it to functioning. We have paid \$4,000 into the National Council, \$1,000 to the National Industrial Conference Board, \$1,000 to the Better Farming Campaign; the appropriation to the National Council and to the Arbitration Board amounting to \$8,000, was an expense that we normally do not carry.

This statement is made in order that special attention may be called to it when you review the report of the treasurer.

This has been a very active year in many lines, particularly in number of meetings attended and number of visits made. Somehow it seems that in distress periods our hunting for relief measures often increases our expenses rather than lessens them.

Thanks

In conclusion, I thank my president and the vice-president, the chairman and members of the various committees, the Board of Government, our very efficient traffic manager, and all members of this association because they have so graciously and cheerfully aided me with their advice and counsel, and I express to them my sincere appreciation for their generous co-operation and loyal support.

I also desire to express my appreciation to the officers and members of the various State associations and the allied associations for the splendid co-operative spirit that they have manifested; and I sincerely trust that these pleasant associations may continue, and that we may forever keep in mind that famous motto "United we stand, divided we fall."

I thank you.

New Orleans, La.—The South must raise better cotton if it is to keep its commanding place in the world's cotton trade. This warning was sounded by Aaron Carl Albrecht, of Bremen, Germany, controller of the firm of Albrecht-Muller-Pease, which buys \$20,000,000 worth of cotton from the South every year, during a brief visit to New Orleans.

ALL STEEL

ECONOMY

BALING PRESSES

FIRE PROOF

ALL SIZES FOR ALL PURPOSES

LARGEST LINE BUILT IN U.S.A.

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Twenty Years of Manufacturing Experience Contribute to the Never Failing Accuracy and All-Round Satisfactory Performance of American Bobbins and Spools

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ENAMELED BOBBINS
OF ALL KINDS

CONES AND BUTTS



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FEELER
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WARP
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FILLING
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METAL PROTECTED
DUCK FILLING
UNIVERSAL WINDERS
WOOL FILLING
WOOL WARP
RAYON

Bobbin and Spool Manufacturers

We Are Specialists in Manufacturing Automatic Loom and Rayon Bobbins of All Types

U. S. Cotton Industry To Retain Position

Memphis, Tenn.—That the American cotton industry is secure in its dominant position, despite inroads made by foreign competition in late years, was the keynote of the address made here by Alston H. Garside, economist of the New York Cotton Exchange, before the American Cotton Shippers' Association convening here.

"The facts here set forth indicate clearly that improvement in the economic position of the American cotton grower is to be sought in the direction of reduced costs of cotton production and lessened outlay for food and feed through larger production of these on the farms," he continued. "Experts in cotton agriculture have demonstrated the practicability of greatly increasing the yield per acre and at the same time vastly improving the quality, resulting in a marked lessening of the cost of production."

"America's position has not been impaired and it will not be lost if the cotton-growing industry is wisely conducted," he said.

"The great decrease in world consumption of American cotton and great increase in world consumption of foreign cotton during the past three years has been due largely to factors likely to prove temporary."

Gray Goods Sales Show Increase

By Hunter Mfg. & Commission Co.

Our sales for the week, while not quite up to full production, were the heaviest they have been for the past four weeks, and in addition to the orders booked we have turned down large quantities of print cloths at prices which have been openly quoted for the past several days. It now appears that the market as a whole shows a firmer tone and advances are being asked all along the line on standard cloth constructions. On fine and fancy shirtings are larger and there has been some buying on curtain fabrics as well as dress fabrics of all rayon and also cotton and rayon mixtures. Crepe constructions, both for dress goods and underwear, continue in good demand. Colored goods sales so far this month have been equal to the same period during March. Inquiry has been better and this should result in increasing orders. Production with several of the automobile manufactures has been larger and this has somewhat improved the demand for wide goods, although prices on such fabrics are distressingly low.

Curtailment plans calling for only 50 per cent production during the next three months are being announced by many of the leading manufacturers; this, of course, is the most drastic curtailment we have had for many years and we are wondering of buyers realize just what it will mean.

Retail sales have been affected somewhat by the unseasonably cold weather, but it is believed that with one or two weeks of good warm weather we will see marked improvement in this line of business, and this will almost immediately be reflected in the primary markets. Large sales promotion plans for May and June are under way, and retailers generally are more optimistic about business during these months.

New Price on Foxwell Guiders

H. W. Butterworth & Sons Company, of Philadelphia and Bethayres, Pa., have just announced a substantial reduction in the price of their Foxwell guiders—effective at once.

FOR SALE

15—Tape Driven Twisters 200 Spindles each, 2½" Ring, 3½" Space, 5 or 6" Traverse. CLUTCH SPINDLES, also bobbins for same.

These are in first class condition. Prices right.

Collins Brothers Machine Company
Pawtucket, R. I.



DRONSFIELD'S PATENT
"ATLAS BRAND"
EMERY FILLETING

"The New Flexible" "Needs no 'Damping'"

Stocks in Boston, Mass. and the South  The Standard Card-Grinding Medium

GUARANTEED "A" QUALITY
THE ONLY QUALITY WE MAKE

Used the wide world over like
The DRONSFIELD CARD-GRINDERS

Supplied by the Principal Supply Houses

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DRONSFIELD'S SALES AGENCY
222 Summer Street
BOSTON, MASS.
LEIGH & BUTLER
Managing Agents

Kendall Gives Textile Commandments

Reduction in hours without loss in wages, research and advertising were urged to lift the cotton industry from its depression by Henry P. Kendall, president of The Kendall Company, with mills in the North and South in the Copley-Plaza, at the banquet of the National Association of Cotton Manufacturers.

"The textile industry," he declared, "has been tried in the court of public opinion and found guilty of habitual disobedience of the laws of economics.

"Here are some fundamentals we manufacturers well might consider as a ten commandments of our industry:

"First—Thou shalt seek understanding of the industry's history; the basic causes of its troubles and problems.

"Second—Thou shalt think straight, face issues and speak plain common sense.

"Third—Thou shalt lift the industry out of the long-hour, low-wage class, for by so doing, the gap between production and demand will be narrowed and the move will be in harmony with the trend of social betterment.

"Fourth—Thou shalt maintain earnings of employees, for the law of industrial prosperity is the maintenance of purchasing power.

"Sixth—Thou shalt compete in creativeness, rather than on price alone, for research is today the gateway to survival and leadership.

"Seventh—Thou shalt seek the path of integration of functions, for profit today is the sum total of economies and it is uneconomical to operate on the present disjointed basis.

"Eighth—Thou shalt practice team-work and not leave all the co-operation to the other fellow.

"Ninth—Thou shalt exalt aggressive, far-seeing, commonsense, courageous leadership.

"Tenth—Thou shalt take up the trumpet, and spend money to replace the passive indifference and ill will which now obsess the mind of the public with active good will.

"The American textile industry is in a position where it can correct its own conditions. Compare our situation with that of England and you will find that England has exported some 60 per cent of its textile products while we export only about 7 per cent. England's export markets in India, Japan and Russia have been taken away and English industry cannot control that situation. Our small percentage of export means that we can if we will balance more nearly our supply with demand. We cannot bring about the balance as long as some mills run 130 hours a week; as long as some mills take advantage of the temporary curtailments practiced by their competitors; as long as the condition of sectional differences in hours of work is unrestrained.

"We must narrow the gap between production and demand. A recent report issued by the National Association of Cotton Manufacturers is an amazing corroboration of the urgent need of, not temporary curtailment, but permanent reduction. The report declares that the year 1929 may well go down in history as the year that curtailment did not curtail.

"The industry has adopted a proposal to reduce day running to 55 hours a week and night running to 50 for it has been said that the only way we can get anywhere is by gradual process. Will the plan be carried through? It all depends upon the capacity of our industry to co-operate, and upon willingness to do it as well as talk about it. I have been told that it is impossible to get co-operation among the many scattered units of the textile industry. If it is impossible for the industry to



Sizing Compound
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PRESERVATIVE
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That Satisfies"*

A Compound that has never given any trouble at the finishing plant.

Will give a good increase in tensile strength.

This Compound and our Service will give the feel and weight desired.



Ashworth Brothers, Inc.

Tempered and Side Ground Card Clothing

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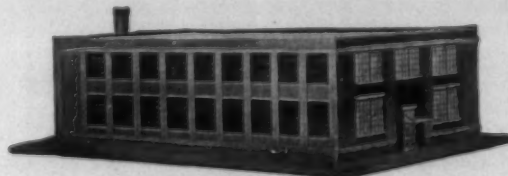
LICKERINS REWOUND

COTTON MILL MACHINERY REPAIRED

For Prompt Service send your Top Flats to be reclothed and your Lickerins to be rewound to our nearest factory. We use our own special point hardened lickerin wire.

Graham and Palmer Sts., Charlotte, N. C.
44-A Norwood Place, Greenville, S. C.
215 Central Ave., S.W., Atlanta, Ga.

Textile Supply Co., Texas Representative, Dallas, Texas



reach solutions of its problems by voluntary co-operation then, we must get ready for coercive measures from the outside.

"We should take up the trumpet and tell the world about our products; about our achievements and our successes. There are successful companies in the textile industry, but you find very few men in the street familiar with these successes as they have become familiar with companies in other lines of business. We must, of course, spend money in the newspapers and magazines to tell our story if we would replace with good will the passive indifference and ill will which have dominated the public mind. We have it within our own hands to set our own house in order and it is the doing of that job that we will deserve public approbation. We have waited long enough. Overproduction must be reduced. Mills are selling below cost. And this means that it becomes almost impossible to make the fair profit which any enterprise deserves in return for risks assumed and service rendered."

J. Rivero Quijano, president of the National Association of Cotton Manufacturers of Mexico, A. Ledebor of Van Heek & Co., Holland, member of the Netherlands—American Chamber of Commerce group now making a tour of inspection of American cotton mills and former U. S. Senator Henry F. Lippitt of Rhode Island, the oldest living former president of the Association were the other speakers. President Lincoln Baylies acted as toastmaster.

Plans for Research Work

Boston, Mass.—Aid of nearly all of the important textile associations was reported as practically pledged to the Textile Research Council's program of setting up a textile library and organizing research through present available laboratories. While few of these have yet announced themselves, officials of several groups are at work on the plans. An official of one of the Southern organizations stated that he thought the plan would receive the co-operation of the greater part of the industry.

In the meantime political pressure is being brought to bear to secure the passage of the Merritt bill, which may make between \$1,500,000 and \$2,000,000 available for textile research. The desire of leaders is to keep this fund intact and prevent its being split up between different groups and textile organizations, belief being that the funds administered by a group representing all sections of the industry could most successfully be used for research for the industry as a whole.

Rayon for Footwear

New rayons for footgear have been created by the fabric development service of the Du Pont Rayon Company in co-operation with the Shoecraft Salon, New York.

The new textures range from fabrics sturdy enough for golf shoes to gold satin for evening wear. The latter is of special interest since it has the uneven appearance characteristic of metal threads with the added advantage of not being subject to tarnish. The fabric is a crepe weave combining rayon with wool which makes it totally different in appearance from the usual satin pumps, having a soft, rich luster that is most distinctive.

For afternoon wear a rayon moire has been created of subdued luster harmonizing with the silver leather which formed the straps and trimming.

The Correct Treatment

of rayon requires the complete emulsification and removal of the oils and other impurities without injury to the fibres.

This is exactly the results when the

Wyandotte
Quality and Service
Textile Alkalies

are used.

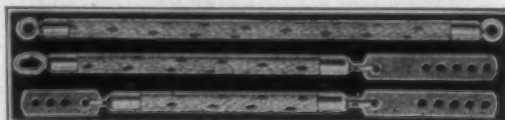
These special purpose alkalies are guaranteed in the treatment of rayon to produce absolutely clean and white goods, which means that better and brighter shades can be obtained in the dyeing process, and unimpaired tensile strength in the finished product.



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"WYANDOTTE"

The J. B. Ford Co., Sole Mfrs., Wyandotte, Mich.

Loom Cords a Specialty



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The Improved Dobby Bars and Pegs

Rice Dobby Chain Company
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FOR ALL TEXTILE PURPOSES

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Offices in Principal Domestic and Foreign Countries

COTTON GOODS

New York.—A somewhat better tone was reported in the cotton goods markets during the week, although sales were about the same volume that has been noted for several weeks. The announcement that print cloth and sheetings mills were to curtail by fifty per cent has already had some effect in giving buyers more confidence. As curtailment increases, it is believed here that buyers will be willing to operate more freely.

The coarse yarn gray cloth market experienced a limited demand for a variety of constructions, including print cloths, sheetings and convertibles in both narrow and wide widths. As a general rule commitments averaged small, from 2,000 to above 10,000 yards, though occasional sales were for 50,000 yards and greater amounts. Quotations were steady, sales going through at the firmer levels that are in effect at the present time.

In broadcloths the interest was nominal, yet a number had occasion to bid for yardage. No change since last week occurred in connection with prices, the 112x60s bringing 9½c, 100x60s 8½c and 90x60s 8c. The asking price on 80x60s was usually 7½c to 7¼c.

Fine goods were in light demand and described as unsatisfactory from a volume standpoint. Demand held spotty, with a few fabrics in so much better call that they have stepped out of the doldrums they were in for some time past. It is approaching the period when various summer constructions are in less active popularity, the seasonal influence tending toward a growing neglect of such styles. Plans are afoot to pay increasing attention to various fall fabrics, with buyers and sellers getting together with the object of closing negotiations.

Cotton goods prices were quoted as follows:

Print cloths, 27-in., 64x60s	4¼
Print cloths, 27-in., 64x60s	4½
Gray goods, 38½-in., 64x60s	6 - 6½
Gray goods, 39-in., 68x72s	7
Gray goods, 39-in., 80x80s	8½
Brown sheetings, 3-yard	9½
Brown sheetings, 4-yard, 56x60s	8½
Brown sheetings, standard	11
Tickings, 8-ounce	18½-20½
Denims	15
Standard prints	8
Dress gingham	12½-15
Staple gingham	10

Constructive Selling Agents for

Southern Cotton Mills

J. P. STEVENS & CO., Inc.

57 Worth St.

New York City

YARN MARKET

Philadelphia, Pa.—Yarn business continued on a hand to mouth basis. A fair amount of small orders were reported, with prices somewhat less firm. Buying covering the entire range has been done with weaving yarns leading in demand. Carpet manufacturers, wire covering interests and knitters have been doing only a hand-to-mouth business, despite the fact that attractive prices obtained. Some spinners of fine grade yarns, with special outlets which place them in a favorable position, do not talk of curtailment, but to the contrary are well booked ahead with orders.

Knitters who are now taking underwear yarns in single and double carded yarns from 20s to 30s declare their own output has been hampered by deferred shipment demands and many who have been running on a three and four-day basis say that orders on their books really warrant full time production. Dealers hope that this section of the market had at last attained regular distribution.

In the plush trade buyers are inactive and a similar situation obtains in the carpet yarn section. As yet insulating concerns have not operated on a large scale and it is believed the price deadlock on copper is holding up business.

Combed numbers came in for a moderate call, the amount usually running below 5,000 pounds. Insulators took a little of both white and tinged stock yarns.

In some quarters the opinion is expressed that a quickening in the trade should set in in less than a month, for it is believed that there is an accumulation of yarn business, which the needs of the goods trade will force into the open in three weeks or a month.

Southern Single Chain Warps		White Carpet, 8s, 3 and 4-ply	
10s	28	26 1/2	
12s	28 1/2		
16s	29	Part Waste Insulating Yarn	
20s	30 1/2	8s, 1-ply	23
26s	32 1/2	8s, 2, 3 and 4-ply	24
30s	34 1/2	10s, 1-ply and 3-ply	24
36s	35 1/2	12s, 2-ply	25 1/2
		16s, 2-ply	29
Southern Two-Ply Chain Warps		20s, 2-ply	31
8s	27	26s, 2-ply	35
10s	28	30s, 2-ply	35 1/2
12s	29		
16s	30	Duck Yarns, 3, 4 and 5-ply	
20s	31 1/2	8s	27
24s	34 1/2	10s	27
30s	36	12s	28
36s	41	16s	30
40s	42	20s	31 1/2
40s ex.	47 1/2		
Southern Single Skeins		Southern Frame Cones	
6s	27	8s	26 1/2
8s	28	10s	27 1/2
12s	28 1/2	14s	28
14s	29	16s	28 1/2
16s	29 1/2	18s	29
20s	30 1/2	20s	29 1/2
24s	32 1/2	22s	30
28s	35	24s	31 1/2
30s	35 1/2	26s	32 1/2
Southern Two-Ply Skeins		28s	33 1/2
8s	27 1/2	30s	34 1/2
10s	28	32s	35 1/2
12s	28 1/2	34s	36 1/2
14s	29	36s	37 1/2
16s	29 1/2	38s	38 1/2
20s	31	40s	39 1/2
24s	33 1/2	Southern Two-ply Mercerizing Twist Combed Peeler	
26s	34 1/2	8-12s	41
30s	35 1/2	20s	44
40s	42	30s	47
40s ex.	47	36s	48 1/2
50s	52 1/2	38s	50
60s	61 1/2	40s	50 1/2
Carpet Yarns		50s	54
Tinged Carpet, 8s, 3 and 4-ply		60s	62
	23	70s	72
		80s	82

CATLIN YARN COMPANY

NEW YORK BOSTON PHILADELPHIA CHICAGO

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BARBER-COLMAN
AUTOMATIC SPOOLERS
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WENTWORTH

Double Duty Travelers

Last Longer. Make Stronger Yarn. Run Clear. Preserve the SPINNING RING. The greatest improvement entering the spinning room since the advent of the HIGH SPEED SPINDLE.

Manufactured only by the

National Ring Traveler Co.

Providence, R. I.

31 W. First Street, Charlotte, N. C.

Reg. U. S. P. O.



CLASSIFIED ADS.

Superintendent weave mill position wanted by man 44 years of age; 12 years experience as overseer and superintendent on cotton, rayon and silk. Thorough knowledge of preparation and weaving of all kinds of fancy goods. Now employed. Good reason for changing. Good reference. Address "B. F. G.," care Southern Textile Bulletin.

Wanted
Man to overhaul in spinning room and play baseball. Must be a good overhauler and good infielder. If you can't deliver the goods in both places don't apply. South Carolina mill. Address "J. L. D.," care Southern Textile Bulletin.

BULLETIN CLASSIFIED ADS

are read in practically every textile mill in the Southern States. Make your wants and offerings known through this medium. \$3.00 per inch for each insertion.

Set this style type, figure about 40 words to the inch.

Set this style, about 30 words to inch.

MACHINERY FOR SALE

Franklin Dyeing Equipment

- 2—500-lb. Franklin Dyeing Machines.
 - 1—200-lb. Franklin Dyeing Machine.
 - 1—50-lb. Franklin Dyeing Machine.
 - 1—6-lb. Franklin Dyeing Machine.
- Above all iron, motor driven, 1923 and 1924 models, dryers, extractors and springs.

Winders and Quillers

- 5—No. 30 Foster Cone Winders—\$250 each.
- 3—No. Foster Cone Winders, motor driven.
- 10—No. 50 Universal Winders, cones or tubes.
- 2—No. 60 G. F. Universal high speed.
- 3—No. 90 Universal Quillers, 1927 model.
- 8—Whitin Quillers, 378 spindles, 2-in. gauge, Model F, 2 new, never uncrated.

Miscellaneous

- 3—42x42 Saco-Lowell Size Kettles.
 - 1—E. & B. Automatic Banding Machine, shipped subject to approval.
 - 3—Whitin Silver Knot Machines—\$125 each.
 - 20—Boyce Knotters, Model C — \$35 each.
- Write us what you want or are interested in.

Charlotte Textile Machinery Company
Telephone 9823 Charlotte, N. C.

INDIA COTTON YIELD PLACED AT 345,000 BALES BELOW 1929

Washington, D. C. — Cotton production in all India for 1929-1930 season is estimated at 4,402,000 bales of 478 pounds net, Department of Agriculture state. This is a decrease of 345,000 bales under the revised estimate of last year's crop of 4,747,000 bales. Acreage planted to cotton this season is estimated at 25,692,000 acres, compared with 26,256,000 acres last season.

GILL LEATHER

means MORE PROFIT
because BETTER YARN.
FEWER BREAKS, and
FASTER PRODUCTION

Southern Representatives

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Textile Wet Finishing Machinery
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REPRESENT 90 PER CENT
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TRAVELERS select the Great Northern for its wonderful location in Chicago's "loop". They return because the large comfortable rooms, homelike environment, attentive service, excellent food and moderate charges make it an ideal hotel.

400 Newly Furnished Rooms \$2.50 a day and up—Sample Rooms \$4.00, \$5.00, \$6.00, \$7.00 and \$8.00.

New Garage One-half Block
Dearborn St. from Jackson to Quincy
Thos. H. Sadler, Mgr.

Shirts From Durene Broadcloth

Announcement was made today of the introduction in the shirting lines of Cluett Peabody & Co. of a finely styled selection of patterns in standard durene broadcloth. This company will also shortly present to the trade durene running trunks. Both shirts and trunks will be part of the regular Arrow line. The Cluett Peabody Company is also adopting for national sales promotion a new slipover durene shirt, and within a brief period its 170 national salesmen will be showing portfolios of these garments to the trade.

The Arrow garments will also be on display at the Durene Association headquarters in New York, and will have the benefit of national promotion through the many channels available in the work of that Association. Cluett Peabody garments will be featured in national advertising scheduled for the Durene Association, and will receive the impetus of general durene advertising now placed with the Saturday Evening Post, Butterick and Vogue, and various trade publications.

New G. E. Control Device Punches Ash Trays

A new industrial control device, the CR-950 operator, will punch ash trays from suitably engraved metal blanks at the General Electric exhibit at the Knitting Arts Exposition in Philadelphia, Pa., May 12 to 16. W. A. Gluesing will be the representative in charge of this exhibit which will occupy booths 248, 249, 266 and 267.

A 220-volt, 3-phase, 60-cycle adjustable-speed motor completely equipped with control mechanism and indicating tachometer will be shown in operation. A 3-phase, inclosed, squirrel-cage, fan-cooled induction motor with a magnetic switch and accessory control will be shown wired for operation. The display will also include a 3-phase, 120-cycle rayon induction motor with necessary transformer and control apparatus, and a polyphase model "A" loom induction motor with pinion and auxiliary control. Exhibits of various control devices and instruments applicable to the industry will also be shown, included in the display.

Baldwin-Duckworth Chain Corporation

An official announcement was made April 9th of the merger of the Baldwin Chain & Manufacturing Company of Springfield, Mass. The merged company will be known as the Baldwin-Duckworth Chain Corporation.

The Duckworth company is widely known for its manufacture of motorcycle and bicycle chains and for its well-known Duckworth silent shock absorbing timing chains for automobiles. The Baldwin factory has specialized on larger type chains for industrial use, for tractors, elevators and similar uses.

The new corporation will operate the present factories in Worcester and Springfield as separate divisions with administrative headquarters in Springfield, Mass. The officers are: President, George H. Empsall of Springfield; vice-president, Frank J. Wechler of Worcester, William E. Gilbert of Springfield and W. F. Cole of Worcester; treasurer, Mr. Weschler.

The merger brings together two old and widely known concerns in the chain manufacturing field—the Baldwin division, highly regarded in the industrial and construction field for its heavy type chain—ad the Duckworth division for its lighter industrial, cycle and automotive chains.



"Where Quality Counts"

U. S. Ring Traveler Co.

151 Aborn St., PROVIDENCE, R. I.

ANTONIO SPENCER, Pres. AMOS M. BOWEN, Treas.
WILLIAM P. VAUGHAN
Southern Representative, P. O. Box 792, Greenville, S. C.

"WHERE TRAVELER NEEDS ARE PARAMOUNT."
Use the UNIVERSAL STANDARD PRODUCTS, which insure you against interruptions and delays in your work.

FOR FINE YARNS—
Use OUR SPECIAL TEMPERED NARROW TRAVELERS.

FOR UNIFORMITY OF TWIST IN PLYS AND CORDS—
Use the new "BOWEN PATENTED VERTICAL OFF-SET" Patent No. 1,636,992.

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Direct Factory Representatives in the South
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Sizol speaks for itself. It has been on the market for 26 years, and every old weaver knows of its efficiency—the young do likewise.

SEYDEL CHEMICAL COMPANY
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EMPLOYMENT BUREAU

The fee for joining our employment bureau for three months is \$2.00 which will also cover the cost of carrying a small advertisement for two weeks.

If the applicant is a subscriber to the Southern Textile Bulletin and his subscription is paid up to the date of his joining the employment bureau the above fee is only \$1.00.

During the three month's membership we send the applicant notices of all vacancies in the position which he desires and carry small advertisements for two weeks.

WANT position as overseer spinning. 15 years experience. Efficient and reliable. Best references. No. 5724.

WANT position as slasher tender. Experienced on rayon and fine cotton yarns, stripes and checks. Good references. No. 5725.

WANT position as master mechanic. 21 years experience. Can hold any size job. Will go anywhere. No. 5726.

WANT position as loom fixer. Experienced on Drapers.—Comp.

WANT position as overseer weaving. plain or fancies. Experienced on box looms. Good manager of help. Good references. No. 5726.

WANT position as overseer or second hand in carding, or as comb fixer, or card grinder. 20 years experience in card room. References. No. 5727.

WANT position as overseer weaving or cloth room. Experienced and reliable. No. 5728.

WANT position as master mechanic. 15 years experience on steam and electric drive. Good references. No. 5729.

WANT position as superintendent, on colored or white goods,—broad cloth, covert, ticking, denims, chambrays, tobacco cloth. Best character, training experience and ability. No. 5730.

WANT position as overseer weaving. Familiar with anything except Jacquards. Best references. No. 5731.

WANT position as overseer napping. 8 years experience with Woonsocket 36 and 20 roll double-acting machines. Best references. No. 5732.

WANT position as overseer weaving. Married, age 33, I. C. S. graduate, many years practical experience. Good loom man, good leader and manager of help. Sober and reliable. No. 5734.

WANT position as overseer carding. 8 years experience and best references. No. 5735.

WANT position as master mechanic. Best references. No. 5736.

WANT position as overseer weaving—any kind except Jacquards. No. 5737.

WANT position as overseer carding. Now employed but wish to change. No. 5738.

WANT position as overseer cloth room. Age 37, 16 years experience on drills, sheetings, prints and denims. Good shipping clerk. No. 5739.

WANT position as superintendent, carder or spinner, day or night. Age 37. Best references. No. 5740.

WANT position as overseer carding or spinning or as superintendent. 20 years experienced white and colored work. Will go anywhere. No. 5741.

WANT position as overseer weaving, designing or finishing. Nine years with present company. Can give references and satisfaction. No. 5742.

WANT position as overseer spinning. Age 30, experienced on white and colored work. I. C. S. course on carding and spinning. Strictly sober and reliable. Good references. No. 5743.

WANT position as overseer carding or spinning or both. Experienced and reliable. No. 5744.

WANT position as carder, spinner or winder—one or all three. Age 33. With one mill four years and another three. Experienced on white and colored. Now running Saco-Lowell long draft spinning. Experienced in cotton grading. My employers as reference. No. 5745.

WANT position as superintendent or as carder and spinner. 20 years experience on Nos. up to 40s. No. 5746.

WANT position as carder or spinner. Age 33. Graduate I. C. S. Strictly sober. Married. Now employed but want better job. No. 5747.

WANT position as carder or spinner. Experienced and well qualified. Best references. No. 5748.

WANT position as spinner, twister, spooler and winder. Married. 17 years with one mill. Good manager of help. Would accept position as assistant in large mill. Satisfaction guaranteed. No. 5749.

WANT position as superintendent, engineering or selling. Age 33. Married. Graduate commercial course, machinist and draftsman, textile extension; employed since 1917. Experienced as mechanical engineer, foreman and superintendent, and in production cost and office routine. References—all for whom I've worked. No. 5750.

WANT position as superintendent, or assistant, or as carder and spinner. Experienced on carded and combed yarns single and ply,—plain and fancy broadcloth, chambrays, poplin, marquisette, and crepe. Age 28. Married. No. 5751.

WANT position as twisting, spooling, warping and slashing. Married. Age 30. Eight years experience. Now employed but wish to change. Prefer North Carolina. No. 5752.

WANT position as superintendent or as carder and spinner. Experienced and best references. No. 5753.

WANT position as superintendent or as carder in small mill; experienced and reliable. No. 5754.

WANT position as carder or spinner, or as second hand in large mill. Age 25. Married. I. C. S. graduate carding and spinning. Four years experience as overseer, carding and card grinding, and in spinning. Sober industrious, efficient and reliable. References the best. No. 5755.

WANT position as overseer weaving. Eight years on present job. Wish to change. Best references. No. 5756.

WANT position as overseer cloth room or finishing or both. Experienced on all kinds of cloth white and colored. Understand all makes of finishing machinery. 15 years experience. Married and have family. No. 5757.

WANT position as roller coverer. 15 years experience, all makes of rollers. Prefer mill shop. Best references. No. 5758.

WANT position as carder or spinner or both. Can figure any machine in carding, spinning or weaving. Yarn and cloth analysis,—all kinds of cloth and designing. No. 5759.

WANT position as dyer. 21 years with one mill, dyeing rayon, silk, mercerized and cotton hose. Handled 4000 pairs daily. Want position with small mill where job will be permanent if work is satisfactory. Available immediately. No. 5760.

WORLD TAKINGS OF U. S. COTTON LESS

World consumption of American cotton during March increased 11,000 bales over February, due to the fact that there were more working days in March, but it showed a sharp decline compared with March, 1929, and March, 1928, the New York Cotton Exchange Service announced. The bulletin issued by the Exchange Service follows:

"World consumption of American cotton during March totaled 1,074,000 bales, against 1,063,000 during February, 1,291,000 in March last season, and 1,300,000 in March the season before last. During the first eight months of this season, from August 1 to March 31, world consumption of American cotton totaled 9,238,000 bales, against 10,147,000 in the corresponding portion of last season, and 10,805,000 two seasons ago.

"Both in the United States and abroad, consumption of American cotton continues to run well below last season. Consumption of American cotton in this country totaled only 4,112,000 bales during this season to the end of March, against 4,472,000 in the same portion of last season, a decline of 360,000. Abroad, consumption during the first eight months of this season was only 5,126,000 bales, against 5,675,000 in the corresponding period last season, a decrease of 549,000.

"Consumption of American cotton is running below last season in all the major divisions of the world spinning industry. Great Britain used only 1,044,000 bales of American cotton during this season to the end of March, against 1,267,000 in the same portion of last season, the Continent only 2,989,000, against 3,245,000, the Orient only 959,000, against 1,000,000, and the minor consuming countries only 134,000, against 193,000. But it should be remembered that foreign mill activity as a whole, is not running below last season, as the decline in American consumption would suggest, since foreign spinners are using outside growths in much larger volume than last season, and sufficiently to offset the decreased use of American cotton.

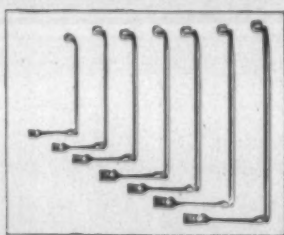
"The total stock of American cotton in all hands in the world was about 9,861,000 bales on March 31 this year, against 9,378,000 at the end of March a year ago, 9,717,000 two years ago and 13,161,000 in the big crop season three years ago.



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your
rings
!*

Examine a few rings from each of your frames. Turn them over against your forefinger to get the feel. If they show up wavy, new ones will result in a definite improvement in the quality of your yarn. Specify DIAMOND FINISH Rings and you'll find them the easiest to start you ever used!

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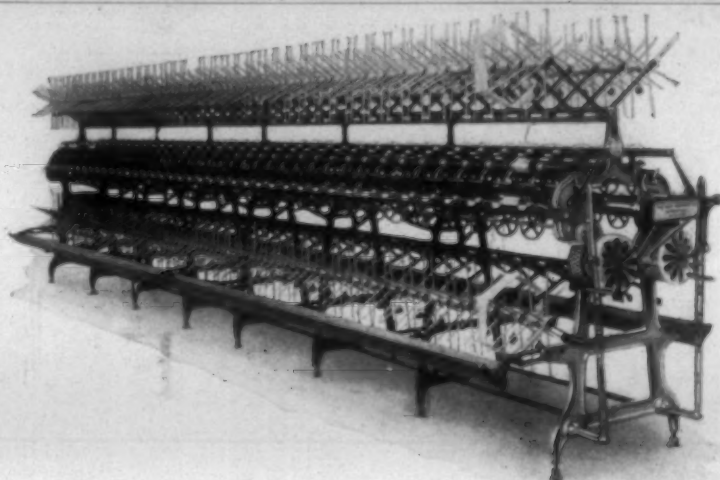
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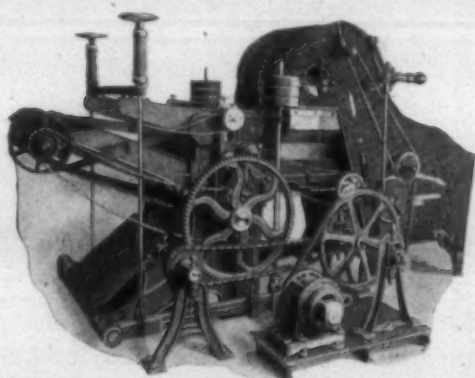
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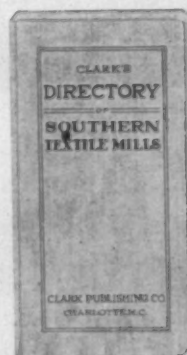
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Clark's Directory

OF SOUTHERN TEXTILE MILLS



Gives capital, number of machines, officers, buyers, superintendents, kind of power used, product and telephone number, of every Southern Cotton Mill. Also contains sections: "Hints for Traveling Men," and Clark's Code Word Index.

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Two Revisions Yearly keeps this Directory Accurate and Complete. A copy should be in the office of every concern which sells to Southern Textile Mills and in the pocket of every

Salesman who travels this territory.

Current Edition: January, 1930

Price \$2.00

Clark Publishing Co.

Charlotte, N. C.

HOME SECTION SOUTHERN TEXTILE BULLETIN

Edited by "Becky Ann" (Mrs. Ethel Thomas)

CHARLOTTE, N. C., MAY 8, 1930

News of the Mill Villages

KINGS MOUNTAIN, N. C.

The Wesleyan Methodist Sunday school rendered an Easter program Sunday night. A large crowd was present. They have had a revival meeting in progress for the last two weeks.

Mr. W. Lee Smith and daughter Miss Azalee, of Pageland, S. C., were Kings Mountain visitors Sunday.

Mr. John Hall and Miss Edna Tredaway were married recently.

We still have several sick folks here, Mrs. Sarah Navy has been real sick but is some better; Paul Navy is still real sick; Mr. Jim Culberson and daughter have been sick with pneumonia, but we understand they are better; Mrs. John Peterson is not any better; Mr. R. N. Parrish and Mr. A. B. Goforth are both up, but not able to go to work yet; Mrs. Sam Smith is also on the sick list.

Guests of Mrs. M. L. Conner, Thursday were Mrs. Rush Spencer of Bessemer City, and Mrs. George Howell of Gastonia.

Aunt Becky, the story still gets better.

POLLY.

Read the Home Section—then pass it along.

McCOMB, MISS.

Dear Aunt Becky:

I have been on the sick list for about 15 days, but thankful I am able to go back to my work. Lots of measles among the children in our part of town; also bad colds.

Glad to report that Mrs. Charlie Price who was operated on at McComb Infirmary, is now back home and getting along nicely. Also Mrs.

Beacham, who has been sick is able to be up again.

We are having real spring days now. Oh, I must tell you about our doctor for McComb Mill, Dr. Robert H. Brumfield is his name, and I think everybody is going to like him. Now isn't it wonderful to have a superintendent who thinks of his employees as well as his mill? He seems to make good selections, too.

McComb is still improving. We are now enjoying the most beautiful musical programs from the chimes of the Presbyterian church.

Lots of folks are getting "birth-day showers" from Central Baptist church.

A. B. H.

Show your friends the Home Section. They'll like it too.



Pretty Girls of Cross Cotton Mills Company, Marion, N. C., Who Won First Prize—a Silver Loving Cup—in a Float Parade of That City. Only a Small Part of Float Shown. Get Your Magnifying Glass and Take a Good Look.

Becky Ann's Own Page

TO MY MOTHER.

By Nellie Cole, Clinton, S. C.

Mother, as I sit here and gaze into
your dear, sweet face
I see where heartaches and worry
have left their trace.
But Mother, you are so brave and
true,
For you've stood such a test these
long years through.
I'm sure if every mother had under-
gone
The trials, dear Mother, that you
have borne,
There is not a one that could be
found
Who will have more stars in her
beautiful crown,
Than you, dear Mother, when you
go home to rest;
And it is you, dear Mother, whom
I love best.

For many long years you have
nursed me with care,
And when I call you, Mother, you
always hear.
It does not matter if at night or
day,
You always come in your sweet,
cheerful way.
I love to see your smiles and hear
your kind, sweet words;
They give me more comfort
than any I've heard.
You never look cross when I call
you so much
And ask if you're too tired to roll
me to church;
You answer with a smile as you
say, "No, my child;
I will be ready in just a little
while."

Oh, Mother! there is no one that can
take your place,
That will make my bed and bathe
my face,
And fix me to rest and rub me when
in pain;
And when I've rested will help me
in my chair again.
And Mother, this is my humble
prayer:
That God will not call you first
and leave me here,
For then I know I would suffer
more,
If God should call you first to that
beautiful shore.
Dearest Mother, it is you whom I
love best,
And upon you I pray God's rich
blessings will always rest.

ANOTHER BIG SUNSHINE CLUB.

Flint River Cotton Mills, Albany, Ga.,
Organizes With Thirty-three
Members and Has \$24.50 in The
Treasury.

Mrs. J. E. Austin has sent in a
fine report that makes us rejoice.

Several days ago she wrote for a
copy of Sunshine rules and regula-
tions, and on receipt of the same
she immediately went to work. Her
letter makes "Aunt Becky" wish she
could visit Albany, Ga., and espe-
cially the Flint River Cotton Mills,
where those good people have
shown such a sweet and unselfish
interest in others.

Thirty-three members and \$24.50
in the treasury! Mrs. J. E. Austin,
president; Mrs. Tom Kinsey, vice-
president; Mrs. Paul Courson, secre-
tary; Mrs. W. H. McDaniel, treas-
urer; Mrs. Elease Barrett, chairman
of entertaining committee.

MOTTO: "Try to scatter Sun-
shine everywhere we go." That is
a beautiful motto, too, and living up
to it will bring happiness to all.

Mrs. Austin did not give us names
of all those live wire members, and
we hope that she will do this when
she orders badges—which she says
will be soon.

This Sunshine Club has gone right
to work by showing their love and
sympathy for Mr. Jim Bob Crosby,
who is in the hospital, having had
an operation for appendicitis.

We venture to state that these
live Sunshine workers will get more
joy from services rendered than
they have ever before known. The
truth of that Scripture which says,
"It is more blessed to give than to
receive," will be proven in the
hearts of each individual. We've
tried it, and we know.

"Aunt Becky" might have been
rich this world's goods, had she al-
ways turned a deaf ear to the needs
of others. She might today be able
to take life easier, had her eyes al-
ways been blind to sorrow and suf-
fering. Instead she is rich in
friendships, and in the prayers of
many whom she has tried to help
over rough places; conscious that
she has "done what she could" for
others she trusts God for the future
and old age.

What? Squeeze a dollar till the
eagle squalled in protest, when fifty
cents would furnish milk several
days for a sick baby? Spend 25
cents for two hours at a movie, and
not a cent for fruit or flowers for
an invalid? Money for gas—then go
on a lovely drive with two or three
seats in the car empty, and forget
the poor tired mother and ailing
child next door who never have the
joy of getting out for an hour?

Oh, the chances we throw away
or carelessly neglect, to scatter
Sunshine! Oftentimes it would not
cost an extra cent to show a kind-
ness—but we just don't think, or
are too selfish to care! Which is
it?

All honor to our Shiners every-

where. "Aunt Becky" hopes to visit
the Sunshine Clubs in the future—
and hopes that this good work will
continue to grow.

Would like to hear from others
who are interested in doing good
community work. It is so simple,
so easy, and so rich in rewards, we
wonder why everyone doesn't line
up in a hurry.

"AUNT BECKY."

ROCK HILL, S. C.

Arcade Cotton Mills.

Dear Aunt Becky:

Perhaps you'll be surprised to get
a few lines from our "leafy" village
—for that is what it is—and the
prettiest place in S. C., with the
lovely trees, hedges, pretty shrub-
bery and flowers, dressed up in
Spring attire.

Our superintendent, Mr. R. J. Mc-
Gee, is a live wire. Come down and
see the improvements around here,
and you'll get an idea of his ability.

Mr. D. R. Broom is overseer weav-
ing, and his motto is "do your work
well."

Mr. Davis Boyd, in the card room,
is making good as overseer, though
if we mistake not, he is used to
weave.

Mr. T. B. Blackwell is in charge
of spinning—a boy we are all proud
of. He has been here since he was
in knee pants—not the long pants
they wear now as soon as they turn
loose mama's apron strings.

Mr. Jim Wright is night spinner,
and from head to toe—is a home
product. Everybody knows and loves
Jim. He knows where every wrench
fits, "and how"—but James Jackson
and Claude Hare carry the wrenches
now, and are on the job.

Oh, I almost forgot Ben, our day
spinner. Dave Byars and Brack
Phillips are his section men. (You
forgot to give us "Ben's" other name.
—Aunt Becky.)

Mr. Roy Wallace is master me-
chanic—the most important of them
all—for the wheels couldn't go long
without a M. M.

Mr. Dodson is shipping clerk and
cotton grader.

Now, Aunt Becky, this is to show
you that we are very much alive
down here; running full time. When
you come to Rock Hill, be sure to
visit beautiful Arcade.

I'll come again some day if Mack
doesn't stop bringing in the bread
and beans—and I'm not afraid of
that.

THE COOK.

(We are truly glad to hear from
Arcade, where we have many treas-
ured friends and pleasant memo-
ries.—Aunt Becky.)

ROME, GA.

Anchor Duck Mills

Dear Aunt Becky:

As Anchor Duck has not been heard from in some time, I will try to write. Have been waiting for Dock to write, as it is his time, but it looks like he has forgotten something since Raymond Garmony has gone to work at night. We guess that Raymond keeps him busy all the time.

Well, Aunt Becky, your story gets better in every week's Home Section; even the school kids seem to be crazy about it; little Miss Mildred Gray gets it every week from my house, but always brings it back and says that it sure is good.

We are going to have some good ball games here this summer. Last Saturday, April 26th, Mr. Adams failed to get his rabbit foot to work and the office beat the card room by a close score of 20 to 10.

Believe us, we play ball! I think next week we will be able to make more scores; the spinning room is leading the league now.

Aunt Becky, since we wrote last Mr. Dallas has gone from Anchor Duck to some other place in Georgia. We sure do miss him; he was a fine old chap.

Babe Atkins and Tom Haney have left us, too. A WRITER.

SELMA, ALA.

Sunset Mill.

Dear Aunt Becky:

This is the time of year when there is so much news in this village that our correspondents are forced to write often so that none of their letters will be too long.

Party Enjoyed.

On last Saturday evening Misses Jessie and Ethel Bradford gave one of their good parties. The games were thoroughly enjoyed and we hope they will do that again. Among those who attended the party were: Misses Josephine Lewis, Alma Suttles, Edna Shedd, Audrey Luker, Luella McGough and Mrs. Jack Clark; and Messrs. Kelma Buxton, Eurich Davis, Fred Mott, Eddie Warren and Vernie Hatfield.

4-H Club Easter Egg Hunt.

On last Saturday afternoon Mrs. C. S. Boyce and Miss Mary Stanford, our club leaders, entertained the members of the 4-H Club with an Easter egg hunt just behind the school building. Much fun was had by the girls in finding the eggs. Maxine Lewis was given the prize, an Easter rabbit in his nest, for finding the most eggs. Faye Boyce, Maxine Lewis, Edna Shedd, Lillie Wyatt, Clyde Boyce, Doloris Ham, Violet Lewis, Nellie Wyatt, Evelyn Booker, Bertha Murray and Estelle Trammel attended the hunt.

The splendid Easter program which was given during the Sunday school hour Sunday was surely enjoyed by everybody. The program was directed by Miss Mary Stanford, and we feel proud that we have her to direct our programs. The decorations in the church were very beautiful.

Personals.

Misses Lois Hall and Josephine Parrish, of Montgomery, visited relatives and friends here Sunday.

On Sunday, April 13th, Mr. D. J. Crider and daughters, Misses Mary and Grace, had as their guests Mr. and Mrs. Robert Foster and Mrs. Fannie May Hughes, of Birmingham.

Little Walter Byrd Ham is suffering with a broken arm which he sustained last Thursday.

Mr. L. A. Ward and daughter, Grace, motored to Auburn last Monday to carry Paul Ward back to college.

Mrs. Bernice Gillam has returned to her home in Greenville, Ala., after visiting her parents, Mr. and Mrs. Chisolm.

Fred and Roland Stanford, of Selma, were visitors in the home of Rev. and Mrs. E. W. Roberts on Thursday afternoon, April 10th.

Mrs. Frank Barr, of East Selma, visited friends in Sunset village last Sunday.

Mr. Hall, a former bookkeeper here and who has been quite ill for the past three months, has sufficiently recovered to visit the office.

The radio programs are splendid now, and you are missing something great if you do not have a radio.

Mr. and Mrs. Lee Thornhill entertained Mr. and Mrs. B. Peoples, of Uniontown, and Mr. Ballard and family at their home on First street Sunday.

Mr. and Mrs. C. J. Halbert, and Mr. and Mrs. Joe Halbert and Betty Jo visited Mr. and Mrs. Will Rollins at Five Points, Ala., Sunday.

Friends of Miss Missouri Buxton are glad to know that she has returned to her work after a short illness.

Mr. and Mrs. Ben Ham and daughters, Misses Gillie, Vida and Audie, of Perry County, Ala., were the guests of Mrs. T. A. Murray at her home on Second street Wednesday.

Miss Thelma Pilgreen, East Selma, visited Miss Luella McGough Wednesday. THE KID.

WESTMINSTER, S. C.

Oconee Mill.

Dear Aunt Becky:

Here we are again after being absent from the good old Home Section for some time. Everything is going on very nicely at present, though we are still curtailing some but living in good hopes of times getting better very soon.

The mill is being painted inside

and the grass which was planted in front of the mill is beginning to show up very pretty.

Mr. Hart, of the Victor Mill at Fayetteville, N. C., was visiting Mr. N. G. Hardie some few days ago.

The boys have started with a real good ball team; they have won two games. Hurrah for good old Westminster! Go to it, boys.

Mr. Fay McCarley has been riding in a new Ford car; we suppose he has bought it.

On April 25th, the W. M. U. ladies of the First Westminster Baptist church entertained their husbands and a few invited guests at a social; negro songs, games and stunts were carried out, and quite a lot of fun was enjoyed, after which refreshments were served.

Mr. Hugh O'Kelly has had a very bad foot but he is getting better and can walk a little now.

Mrs. T. L. Hare, who has been very sick for some time, is improving; she has a host of friends who wish for her a speedy recovery.

Miss Daisy Cain, who underwent a very serious operation, is getting along fine at her brother's house, Mr. Bert Cain.

MRS. RADIO.

ERLANGER, N. C.

Dear Aunt Becky:

Am sorry to say that Erlanger Cotton Mills are on short time—five days for the day help, and four nights for the night help.

The Epworth League of Erlanger M. E. church gave a sunrise program Easter Sunday morning. The service began at 5:30 o'clock with the church orchestra which gave several beautiful selections in the church yard; then the congregation assembled in the church with the pastor, Rev. J. P. Hornbuckle, in charge.

The choir sang several selections followed by a duet, "In the Garden," by Miss Leah Rickey and Mrs. R. R. Summey. Prayer was led by Rev. J. J. Brooks, followed by little Joe Ragan.

Then, Hazel Tate and Vera Nance, preceded by two trumpeters, Mildred Minter and Eunice Hagler, marched to the front and unfolded a program for Easter.

Flossie Hellams and Catherine Moody, representing angels, told the story of Christ, followed by a duet, "The Old Rugged Cross."

Joe Hornbuckle represented Siberia; Woodrow Minter, Japan; Callie Miller, China; Margaret Neville, Germany.

Each told what our missionaries have done in these countries. The communion was then observed.

Personals.

The Everhart reunion was largely attended. There were 75 guests, including 12 children and about 22 grand children. Rev. J. P. Horn-

buckle and several out-of-town guests also attended.

Pauline Hawkins has entered the State Sanatorium for treatment.

Mr. and Mrs. Lee Mauney spent Sunday with Catherine Taylor, who is a patient at the Sanatorium.

The Crescent Quartette will sing over Radio Station WPTF, Raleigh, Sunday afternoon from 4 to 4:30 o'clock.

Little Bernice Fine, invalid daughter of Mr. and Mrs. L. E. Fine, is very happy over the gifts she received Easter from the "Wayside Gang."

JAKE.

BALFOUR, N. C.

Balfour School Closes 1929-30 Session.

Commencement exercises began Sunday, April 20th, at 3:30 o'clock with the baccalaureate sermon by the Rev. Walter B. West, pastor of the Methodist church, Hendersonville.

Musical selections for this occasion were two songs, "Onward Christian Soldiers," "Come Thou Almighty King," and a duet.

On Tuesday night at 8 o'clock senior class day exercises were held; on Wednesday night, an address was given by Dr. J. R. Sevier, president of Fossifern School, of Hendersonville, following which presentation of diplomas by Prof. E. L. Justus.

Balfour High School graduated eight this year: Lila Edwards, Estelle Odom, Plato Allen, Mildren Allen, Stella Case, Viola Maxwell, Velda Whitaker, Lois Adkins.

Presentation of certificates of attendance, by W. E. Hammond, to thirty-five pupils for 100 per cent attendance during the closing session. They are: Edward Constant, James Odom, Ruth Johnson, John Stansell, Harry McCarter, Marie Hannah, Lucile Moore, James Allen, Harry Garren, McNeal Heaton, Athel Holbert, Dewey James, Cecil Russell, Thomas Dalton, Paul Whitaker, Clarence Stansell, Maurice Odom, Odel Garren, Marie Lusk, Frederica Odom, Haskel Heaton, Leland Henderson, Hazel Odom, Lila Garren, Ernest Bishop, Harold Stansell, Violet Holbert, Edith Hill, Ada Parker, Blanch Stepp, Elizabeth Dunlap, Mildred Allen, Lila Edwards, Viola Maxwell and Lois Adkins.

Musical numbers by the High School Glee Club were provided on these programs other than Sunday afternoon; they appeared under the direction of Miss Elizabeth Canon, musical instructor. The class day program took the form of a May Day skit and introduced the customary class day features. The closing session was a very successful one—the largest number of promotions to higher grades than they have had in the school's history.

Officers and teachers for 1930-31 session are: Prof. E. L. Justus, principal, with the following teachers: Mrs. Walter Allen, Miss Nellie Russell, Miss Elizabeth Canon, Miss Ruth Livingston, Miss Martha Goodrich, Mrs. Lillian Justus, Miss Eula Maxwell, Miss Clara Fetvoe, Miss Violet Wright and Miss Bessie Davis.

The board of trustees consist of Mr. W. E. Hammond, chairman, Mr. J. M. Allen, secretary, Mr. C. E. Gaillard and Mr. Joseph Newman.

We have one of the most up-to-date school buildings in Western North Carolina, situated at the foot of Stony Mountain, and facing the Hendersonville and Asheville highway. Stony Mountain is 3,040 feet high.

Other Items

The Woman's Missionary Society of Balfour Baptist church put on a festival Saturday night, April 19th, for the benefit of church activities. After the supper many games were played.

Mr. A. A. Gregory and family, of Marshall, were recent visitors in the home of Mr. and Mrs. C. T. Callahan.

Mr. and Mrs. B. L. Riddlehoover and daughter and Mr. and Mrs. James Riddlehoover were recent visitors in Greenwood, S. C.

Miss Robbie Ross, secretary and paymistress of Balfour Mills, underwent an operation at Patten Memorial Hospital, Hendersonville, April 24th, for appendicitis. Her many friends here and elsewhere wish for her a speedy recovery.

Mr. W. R. Doolittle and family, of Greenwood, S. C., were the week-end guests of Mr. and Mrs. B. L. Riddlehoover.

Mr. W. E. Heaton, overseer power plant, attended Mechanics Division of Southern Textile Association in Charlotte last week.

Mrs. A. H. Stewart and daughter, Mrs. Taylor, of Asheville, were recent guests in the home of Mr. and Mrs. P. C. Adams.

Mrs. C. T. Callahan was carried to Patton Memorial Hospital, Hendersonville, on April 28th, where she underwent an operation for appendicitis. Her many friends wish for her a speedy recovery.

Prof. and Mrs. Hawthorn, of Landrum, S. C., were recent visitors in the home of the latter's parents, Mr. and Mrs. W. E. Heaton.

Glad to report that little Miss Mary Vaughn, daughter of Mr. and Mrs. Robert Vaughn, is much better after being quite sick for several days.

HAM.

NEWNAN, GA.

Arneo Mill.

Dear Aunt Becky:

Our mill has been on short time

but ran a full week this week. We hope to continue to run full time.

Aunt Becky, we have some mighty fine overseers and second hands down here. To begin with, our superintendent, T. A. Caston; assistant superintendent, J. B. Schillings; Harvey Richards, dye house overseer; H. C. Smith, overseer carding and spinning; J. P. Johnson, second hand carding; L. O. Pitts, second hand spinning; H. J. Hensley, overseer weaving; Lyle Alwood, second hand weaving; Mr. Eaves, overseer napper and inspecting; Virgil Roberts, second hand napper and inspecting; Charlie Harris, overseer finishing room; P. V. Gray, second hand finishing room; J. E. Young, master mechanic; Theodore Fulcher, electrician.

Mr. C. L. Kempson, who is a U. S. Marine from Quantico, Va., is visiting friends and relatives here.

Miss Willie Mae Ledford gave a party in honor of Mr. C. L. Kempson Tuesday night, April 22nd. A large crowd was present and every one reported a fine time.

There are lots of new babies around here, but this is our favorite. Born to Mr. and Mrs. M. Butler, on April 23rd, a son, A. J.

Miss Johnnie Butler spent the week-end with her parents at LaGrange.

Misses Flora and Blanch McMichel spent the week-end with their parents at Carent, Ga.

Mr. and Mrs. J. E. Young, Mrs. Moore, James Moore, little Rosalee Harper, Mr. C. L. Kempson and Miss Willie Mae Ledford attended a birthday dinner at Griffin, Ga., Sunday, April 20th.

Miss Ruby Strickland and friends motored to warm Springs, Ga., Sunday.

"Aunt Becky," when are you coming to see us? Please hurry.

We enjoy the story very much; you write such wonderful ones.

BOOTS AND HER BUDDIES.

FAYETTEVILLE, N. C.

Tolar-Hart and Holt Mills.

Dear Aunt Becky:

It has been some time since you last heard from the Tolar-Hart and Holt Mills, so here we are.

Our mill is running on day shift only for the present, but every one is looking for better times in the near future.

We have some nice gardens, considering the cool weather. The trees are beautiful and give us plenty of shade through the hot summer.

Our ball club played Hope Mills Saturday and the score was 49 to 6 in favor of the Tolar-Hart team. Any one interested in playing our team, drop a line to our manager, Mr. J. A. Simpson, Tolar-Hart and Holt Mill Ball Club.

NOODLES.

ALICE IN BLUNDERLAND

By Ethel Thomas

The labor papers were filled with sensational surmises, and the accused were figuratively tried, condemned and executed, through the medium of yellow journalism. It was argued that Ted's disappearance was all a "frame-up." That he had been "well cared for through it all by the mill barons" whom he served. His suffering was "all the bunk." Nothing to it at all, except a "clever ruse." Every last one of the strikers could give an account of his or herself. They demanded an "investigation and vindication." They wanted "justice" and were going to have it or know the reason why. Money was "no object." "None of their loyal members should suffer a beating and go unavenged!"

Oh that labor sheet knew how to inflame the passions and incite riots. The editor appealed to all the world of "working people" to contribute funds for the relief of martyrs and the punishment of those guilty of such a "damnable outrage" on their noted organizer and leader, Dan Forrest, who was so "nobly defending" the rights of labor.

The Marco Daily employed detectives and experienced reporters to unearth the truth, and to spare nothing. Every day the front pages were filled with reports of Union activities. It was learned that free love was openly practiced, and residents in the vicinity who were witnesses to the disgraceful conduct of the strikers, indignantly denounced them as a menace to good morals and decency. The Union was labeled as demoralizing and detrimental to peace and prosperity. Patience and forbearance became threadbare, when it seemed that the law was unable to reach them. People were tired of eternal turmoil. They wanted peace and tranquility and freedom to go and come from their work unafraid. In every heart there was a determination to "do something" if the "law wouldn't or couldn't." But no one knew what to do.

In a few days Ted was able to be back at work. The strikers kept up picketing and were constantly nagging and exasperating the loyal workers. Reports had it that they were not being so well fed at the camp colony. Strikers bitterly denied that they were hungry, but their children, sallow and dirty, had by now become habitual beggars, and told pitiful tales in their daily rounds while trying to secure aid and sympathy.

Mrs. White, after three weeks visit, had gone back home, and Mr. Marco held her promise to become a Thanksgiving bride. Mrs. White had made Mrs. Avery and Alice promise to go up to New York a week before the happy occasion, and had insisted on giving them a check for railroad fare. They did not want to accept it,

Nobody's Business

By Gee McGee.

ANOTHER HAT IN THE RING.

flat rock, s. C. april 30, 1930.

dear mr. editor:—

a good many of my constituents have been begging me here of late to run for govner of my state, but onner count of being kurriner alreddy, i do not feel like giving same up to take a chance-with a bunch of polly tishions. that i know will ass pire to this offis.

i believe i am god timber for the goober natorial race as i stand well in my community all over the county and understand how to vote both pro and con for fool measures as they are fetched up from time to time by the genral ass ssembly who thinks it is their duty to hatch out a bill of some kind and it don't make much diffrence what kind.

i would like to set in the govner's chair at least 1 term so's i could turn off a few thousand men who have jobs but no work to do. i would pass a law making it a miss demeanor to graft proceeds which belong to the state, or except bribes from men who sell masheenry for roads and bridges and concrete works. i would also veto anny bill which taxes the poor man and his dog.

i have had considrable experients in running a beef bizness as well as a big farm. and i have handled big droves of yearlings all by myself and i therefore know that i could manage the legislature o. k. i have also helped with a few hoss races in my life and that makes me believe that i could hold my own with the highway commish.

when i was a boy, i played who's got the thimble and tag, and with this knowledge befoar me, i am sure that i can take care of the tax commission. as to the asylum and penitentiery, i am fuller aware that i can hold my own with same—as i slept in a room once with 2 congress men and an income tax collector, and also shoed hosses and mules when i lived in georgy.

and the welfare bored will not be over looked in my mercy as i had the 7-yr. each twist and the shingles once and as to the 5,645 investigating committees now investigating, i ass sure you that i am caperable of meeting them and hearing their report which will be nothing except—"pas us—all jobs is clean"—as i uster raise game roosters for sale and also kept 5 bellowing bulls in my barn one summer when beef was cheap. please rite or foam if you think i otter run or keep what i have got.

yores trulie,

mike Clark, rfd.

HUNTSVILLE, ALA.

Dallas Mill News.

Dear Aunt Becky:

A wedding of unusual interest was that of Miss Leona Fitch and Mr. James Newton Wilbourn. The ceremony was performed at the home of Rev. Rice, of New Market, Rev. Mr.

Rice officiating. A few relatives and friends were present. Both bride and groom have a host of friends who wish them happiness.

The following men are on the baseball team: Myland and Hanes, pitchers; Ed Herrin, catcher; "Fatty" Fisher, first base; Gentry, second base; Adcock, third base; "Cowboy" Fitch, left field; Spiney or Blount, right field; Fisk, center field; Tabors or Williams, short stop. Mr. Myland is coach, and Superintendent Denham is president of the club. We are expecting great things from them this season.

The Boy Scouts will enjoy an over night hike to Camp Eddings Friday night.

Friends of Mr. H. W. Perry will be glad to know that he is getting along nicely at the City Hospital.

We are sorry to report Theron Fisher on the sick list, and wish for him a speedy recovery.

Born to Mr. and Mrs. Ross Smith, a fine boy, named Ross, Jr.

Among those who attended the Easter program at Lincoln Sunday night were: Mr. and Mrs. S. B. Steger, Shirley and Myrlice Steger, Margaret Wakefield, Clezelle Shrimsher, Elizabeth O'Neill, Lillie Ella Fitch, Curtis Shrimsher, Howell O'Neill, Harold Owens and Mrs. Bertie Bowden.

A wonderful Easter program, under the direction of Mrs. Palmer Shrimsher and Mrs. Elbert Reece was presented at the Methodist church Sunday. Mr. Stanley Parton and Mr. Sherwood Freeman played the trombone and cornet.

The Epworth League enjoyed a moonlight egg hunt Friday night at the home of the president.

Dr. Alvin W. West will preach at Fifth Street Baptist church Sunday afternoon.

LOOKING FORWARD.

MARION, N. C.

Clinchfield Mills.

Dear Aunt Becky:

A revival meeting begins at the M. E. church Sunday, May 4th. The pastor, Rev. J. H. Strickland, will be assisted by Rev. J. F. Armstrong, pastor of Hillside M. E. church, Asheville, N. C. All are cordially invited to attend the services each evening at 7:45.

Mr. Frank Wilson has been wearing a "permanent" smile recently and we spoke of the fact to some of his friends and they said: "Oh, haven't you heard? It's a boy." Other homes recently visited by the stork are Mr. and Mrs. Claud Young, a girl; Mr. and Mrs. Harry Marlow, a girl; Mr. and Mrs. Tom Hall, a boy; Mr. and Mrs. John Anderson, a girl.

Aunt Becky, I hope you enjoyed your visit to our village. We were real glad to see you and truly hope you will come again soon.

It seems that "Slim," of Ninety-Six, S. C., is real anxious for you to visit their mill, and I don't blame him one bit; but I wonder if he is talking up subscriptions for the Bulletin? Slim, you know "Aunt Becky's" time is not her own, and as much as she'd like to, she can't make long trips (or short ones, either) unless she is reasonably certain of securing a number of subscriptions for the Bulletin. So, I would suggest that you do some work along this line, and I feel sure that "Aunt Becky's" boss will send her down there. I know that she would like to visit every mill in the South

but Mrs. White had a will of her own and a way of putting things across that no one could combat. So, she had her way.

Mr. Marco said that Ted and Jim too, must go, and that he would see that they did. So the whole family was on tip-toe with pleasant anticipations. Alice was the only one who had been venturing in that great city, and they were all like children looking for Santa Claus.

In the meantime, brick and lumber had been hauled and masons and carpenters were at work on a new house, and no one could learn who was building it or who it was for. That it was going to be a beauty and a decided credit to the community, was the popular and undisputed verdict. The foundation showed up handsomely and the lumber was all first class. A watchman was there at night, to see that nothing was molested by the strikers, who seemed more than ordinarily interested.

Several nearby towns were being invaded by organizers, and organized unions were boldly announced. One particular town, had a bloody battle and several were killed among the strikers, who had decided that no one should work. Loyal workers had decisions of their own, and the battle was on. Bombs were thrown, houses wrecked, machinery blown up, fires broke out in the picker room and thousands of dollars worth of damage done. Friends became enemies. Parents and children were at dagger points with each other, and bad feeling ran high. A number of graves and broken hearts was the only result!

The mill had to close down. Loyal workers were taken care of. Hundreds were ejected from the mill village, and the Union had the pleasure (?) of caring for them for a time—with all the help they could beg from local and foreign sympathizers. After awhile, the Union withdrew and left their dupes to curse the day they had been led to join!

It was a bitter lesson the people were learning—that after all, those who have been life-long friends are the truest; that mills are a blessing and that labor can't live on Union promises. About once in every ten years, the lesson has to be learned all over again, and nothing has ever been gained to even up with losses sustained.

Court week was close at hand and the entire town was in a fever of excitement for the papers had kept things fresh in mind, and were full of conjectures. The strikers bewailed the fact that it would be impossible to get a fair trial, but the solicitor affirmed that all should be treated fairly, and the guilty punished if proven guilty.

"Just because we have opinions of our own, and don't believe all this tommyrot about God and religion, and do believe in free love and equal rights for black and white, we'll catch hell in the trial," the leaders told the strikers. "But stand true to your convictions. Don't give an inch. Right is right and will win! — and WE ARE RIGHT! Down with the Mill Barons!"

Dan was a glorified martyr for the cause. The Labor paper called for freewill contributions for the expense of

the trial, and announced that money was "pouring in" the treasury. There were parades and speeches in various sections of the South and more up North, for the purpose of collecting sympathy and cash. Up North these parades were often broken up by the arrest of the leaders. Down South they did and said what they pleased and the law did not oppose them.

CHAPTER XX

Alice was terribly worried, but Ted laughed at her fears. Mrs. Avery, too, wondered and wondered till she declared her brains were scrambled. Two weeks after the warrants were served, court convened, and the court house was crowded. Lawyers for prosecution and for defense, stormed and glared at each other, and almost fought.

Jim Thomason, leading lawyer for Dan, was particular aggressive and dramatic. His loud red necktie proclaimed his love for the Reds, and in cutting language he described the brutal, heathenish, and unlawful assault on his client, Dan Forrest, who had worked faithfully and sweat blood in his efforts to relieve suffering ones turned out to die by Marco Mills! Jim Thomason was noted for eloquence, and for eagerness to defend every rag-tag of creation, who came under the hand of the law. In fact, it was only the criminal classes who looked up to him and relied on him for help. To them, he was a great deliverer; to the masses he was a joke; smart, but "gone wrong," and a disgrace to his profession.

When Superintendent Jones offered a letter showing why he was away, Tuesday night, it was read by his lawyer, Honorable Clive Homer, as follows:

"Mister Jones, I'm reskin mi life to tell you this an darsent sine mi name. But ef you go in yore kar with two or three men fur pertecshun and go Tews-day nite at midnite to Jonas Cros Roads, you'll fine Ted Bristow. Dont tell the perles ner a sole, cause youl be wached, an ef you dont play fare youl never see Ted no more. Everything will be al rite ef you do es I say, an nobody will be hert. Be shore to distroy this, fur mi sake.

A Stricker that is sorry."

"Hum—I've never seen one that wasn't 'sorry'" smiled the lawyer. "This letter is written on common pencil tablet, with pencil. The writer was fine on punctuation, but bum on spelling, which is very significant. An anonymous letter is a fraud to start with. The writer is a coward, and takes this method to stab in the dark. This letter is a crude attempt by an educated person, to appear ignorant and unlearned. Furthermore, the handwriting is disguised. I find proof in every line."

Jim Thomason sprang to his feet: "For once my honorable opponent," he said, smiling broadly and bowing deferentially,—"For once,—we are agreed! That letter was written by one of the accused—no doubt of that. A neat

(Thank you, H. J. You are an understanding person.—Aunt Becky.)
if it were possible, and I intend to suggest a plan sometime soon. H. J.

SPARTANBURG, S. C.

Martel Mills, Inc., Valley Falls Mill.

Dear Aunt Becky:

Just a few lines to let you know we are still on the map. We are still on full time and hope to continue so.

Our new bridge is completed and quite an improvement over the old one.

The lawn grass around the mill sure looks fine; every day and in every way, we like Valley Falls better. (Thanks to Mr. Boyd.)

The office force and overseers have a good old country chicken supper about once every month, and like it fine. Those who went out last Wednesday night were: Mr. O. D. Boyd, superintendent; C. J. Nolen, office; W. L. Bagwell, carder; D. J. Millen, spinner; H. C. Dixon, weaver; J. C. Wilson, cloth room; Chas. Chapman, master mechanic; L. C. Ramsey, supply room; Chas. Hughes, roller coverer; T. N. Mullins, the yard man, must have had a heavy date, as he did not go.

I don't know of any serious sickness at present.

Churches and Sunday schools doing nicely.

Well, that is enough for this time so I will close. Best wishes to all our friends and relatives.

BOLL WEEVIL.

MOTHER'S TASK.

By Emma Busch Lange.

To pass, alone, through shadows-gray
And bring her babe from heaven,
To nourish from her strength, to pray
For wisdom duly given.
To love and bless the little life,
And guard it every hour.
To sow the seeds of truth and right
That from its heart shall flower.
To help the little eyes to see
The beautiful and good;
The lips to speak more tenderly,
And thank for daily food.
To teach the hands to give, and do
Some kindly deed each day;
To guide the feet that they may go
The straight and perfect way.
A hand on fevered brow to press,
To wipe away the tears;
And build a home of happiness
For youthful fleeting years.
And then at last when duties end,
In gentle prayer to ask
That she may be a faithful friend,
For that is Mother's task.

A lady called up her grocer by telephone one morning, and, after scolding the man, she said: "And what's more, the next order you get from me will be the last I'll ever give you." "It probably will, madam," said the voice at the other end of the wire, "you are talking to an undertaker."

The doctor had forgotten his patient's name, but, not willing to admit it, said, "Is your name spelled with 'i' or 'e'?"

The astonished patient answered, "Why doctor, my name is Hill."

MY MOTHER.

Who fed me from her gentle breast
And hushed me in her arms to rest
And on my cheeks sweet kisses prest?—
My mother.

Who sat and watched my infant head
When sleeping in my cradle bed
And tears of sweet affection shed?—
My mother.

When sleep forsook my open eye
Who was it sang sweet lullaby
And rocked me that I should not cry?—
My mother.

When pain and sickness made me cry
Who gazed upon my heavy eye
And wept for fear that I should die?—
My mother.

Who ran to help me when I fell
And would some pretty story tell
Or kiss the part to make it well?—
My mother.

How could I ever cease to be
Affectionate and kind to thee
Who'st been so very kind to me?—
My mother.

O, no, the thought I cannot bear
But if God choose my life to spare
I hope I shall reward thy care?—
My mother.

When thou art feeble, old and gray,
My helpful arm shall be thy stay
And I shall soothe thy pain away?—
My mother.

DO DOGS GO TO HEAVEN?

Say, Dad, when Rover dies will he
Go straight to heaven, same as me?
I think he ought to, don't you, Dad?
'Cause Rover's never mean or bad.
I'd like to know, Dad, for in case
He can't—I'll go some other place.

I think that heaven will be glad
To have you both, my little lad.
For it is little boys like you,
And friends like Rover, fine and true,
That heaven uses now and then
To bring faith wondrously to men.

Has Rover soul or spirit then,
To live and love some day again?
If he has not, what can it be
In Rover's eyes and heart we see?
There's faith, there love, there's courage, too,
My boy—I'm sure he'll go with you.

—Anonymous.

A lady motoring through a strange country
stopped at a little country store and asked to
buy some chains for her tires.

"I'm sorry, lady, but this is a grocery store,
and we do not sell chains," the clerk replied.
"Oh, pardon me," said the lady, "I thought
this was a chain store."

There's nothing like a weddin'
To make a feller learn.
At first he thinks she's his'n,
But later learns he's her'n.

little plan; but I'm glad you see through it! It is indeed a forgery! Thank you!" There was an audible titter, and then the storm broke! The judge pounded for order and threatened punishment, and finally a semblance of peace was restored.

The trial dragged on. Dan's "farmer friends" gave conflicting testimony, and often contradicted themselves under cross examination, concerning the plight Dan was in when they found him.

That letter to the superintendent had come through the office of the mill, and because of its dirty, uncouth appearance, had been particularly noticed by Mr. Marco and the bookkeeper, before it had been carried to the superintendent's desk. Also, the superintendent had shown it to Mr. Marco.

The defense scored time and again and all evidence pointed to a "frame up" by Dan and his crowd, in an effort to fasten guilt on innocent parties. The plot was to get the superintendent and overseers out of town, so that it might appear that they had kidnapped Dan, who had successfully made a get-a-way at the appointed time, and had not been kidnapped at all by anyone.

In vain did Jim Thomason paw the air and hurl defiance and accusations right and left: "Did my client beat himself? Who had cause to hate and detest him? Only those opposed to organized Unions, and especially the mill officials. My client has been brutally assaulted. His life was in danger. Think of him alone in that jungle, bound to a tree, stripped to the waist and bloody from cruel blows of a great hickory limb! Think of him a prey to mosquitoes that came in swarms to drink of his life blood! Gentlemen of the jury, it is justice we want—justice we expect at your hands! The honor of our great Country demands that the perpetrators of this outrage be punished!" pompously, and dramatically, which brought amused smiles and an audible giggle.

In just a short time the jury returned a verdict of "not guilty" and a shout of approval from various sources, arose in a mighty cheer, as court was adjourned. The strikers were sullen, angry-eyed and tight-lipped.

But something had happened, that last day of the trial which would ultimately result in the final victory over the labor union agitators in Marco Mill village. It was the beginning of the end—a death knell to all their hopes and aims.

When Sid Lever had stood up to testify that he and Dave Dean had been to a big Union rally Tuesday night, and saw Superintendent Jones' automobile and four men in it at Jonas Cross Roads, near to the woods where Dan had declared he was held a prisoner, Jim Avery sitting near the front, leaned forward with eyes bulging and breath coming in quick excited gasps. Sid was dressed in a blue serge suit with small white pin stripe, and there was an unpatched hole in one pants leg just below the knee—a hole about an inch big!

(To Be Continued)